

September • October 1995
Volume 81, Number 5

ChapterLetter of the Boston Society of Architects
A Supple Chapter of the American
Institute of Architects

Exploring architecture in the Yucatan... and on the Central Artery



LIBRARY
BOSTON ARCHITECTURAL CENTER

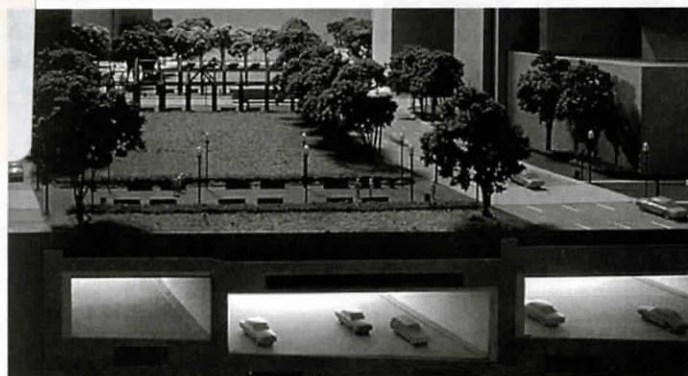


photo: Peter Lewitt

In this issue...

Events (pp. 1-4)
Design (pp. 3-6)
Practice (pp. 7-15)
Marketing (p. 15)
The Network (pp. 15-17)

*

Bricks (pp. 18 & 19)
Fame (pp. 20 & 21)
Opportunities (p. 22)
Letters (p. 23)
Membership news (p. 23)
Calendar (p. 24)

BSA ChapterLetter
52 Broad Street
Boston MA 02109-4301
617-951-1433
800-662-1235
fax: 617-951-0845
BSA Online: 617-737-8102, 8, N, 1
Subscriptions: 617-951-1433x221
AIA Documents: 617-951-1433x221

ChapterLetter deadlines for...

Nov/Dec news: 9/22
Nov Classified ads: 10/15
Nov/Dec ad inserts: 10/15
Dec Classified ads & ad inserts: 11/7

The architectural uses of nylon and twine in the Yucatan is one aspect of our first installment of the 1995-1996 BSA Lecture Series. Frano Violich AIA, a partner in the Boston firm of Kennedy Violich Architects, developed his September 13 presentation during his lengthy exploration of the Yucatan as the only architect among 10 U.S. artists selected for a U.S./Mexico exchange program. Violich used the opportunity to explore the construction methods and materials in the Yucatan and his BSA lecture will draw on that exploration, which included buildings such as the abandoned haciendas shown at the top of this page.

On October 18, the chief architect of Boston's Central Artery/Tunnel Project, Curtis Davis AIA, brings the Lecture Series back home

with a close and unique look at "The Architecture & Urban Design of the Central Artery Project." While viewed locally and nationally as the largest public works project currently under way in the U.S. and as primarily an engineering challenge, Davis shows us that the architectural and urban-design decisions concerning the Artery will have a major impact on Bostonians for decades to come.

Both the September 13 presentation on the Yucatan and the October 18 presentation on the Artery begin at 6:00 pm, preceded in each case by a reception at 5:30 pm; both are at the BAC, 320 Newbury St., Boston. There is no charge for either presentation for BSA members; non-members are welcome and pay \$3.00 or may join the BSA at the door.

*

The 1995-1996 BSA Lecture Series also includes presentations on the award-winning designs in the BSA 1995 Unbuilt Architecture Awards Program, a look at the best buildings in Boston, the magical aerial photography of Alex MacLean, contemporary architecture in Japan, designing single-family homes, an exploration of the work of Bruner/Cott, and a presentation on Byzantine architecture in Italy. A full BSA Lecture Series schedule is inserted in this issue of the ChapterLetter; for additional copies of the schedule, call 617-951-1433x221.

Special Events in September & October

9/5-15

Event: "Free Expression" – an exhibit of architects' creative work outside the office (developed by the BSA's Young Architects Committee; see p. 4)

Sponsor: Suffolk Construction Company

Dates: Exhibit: 9/5-15
Public reception: 9/6

Times: Exhibit: 9 am - 5 pm weekdays
Reception: 6 pm

Place: The Architects Building

RSVP: not required

Cost: free

9/13 & 10/18

Events: BSA Lecture Series – in September it's Frano Violich AIA on the architecture of the Yucatan and in October it's Curtis Davis AIA and the Central Artery (see p. 1)

Dates: 9/13: Frano Violich AIA
10/18: Curtis Davis AIA

Times: 5:30 pm receptions
6:00 pm lectures

Place: BAC, 320 Newbury St., Boston

RSVP: not required

Cost: free to members; non-members pay \$3.00 or may join the BSA at the door

9/18-28

Event: "BSA New Members Exhibit & Reception" – the annual opportunity to examine the work of new BSA members (see p. 4)

Sponsor: Suffolk Construction Company

Dates: Exhibit: 9/18-28
Public reception: 9-19

Times: Exhibit: 9 am - 5 pm weekdays
Reception: 6 pm

Place: The Architects Building

RSVP: not required

Cost: free

9/18 & 10/24

DINNER WITH THE DESIGNER

Event: "Dinner with the Designer" – the BSA program that brings you to the dinner table with the architects, owners, and builders of Boston-area restaurants; in September, it's Sonsie and in October it's Providence (see p. 4)

Dates: 9/18: Sonsie
10/24: Providence

Times: 6:00 pm for both

Places: Sonsie (327 Newbury St., Boston)
Providence (1223 Beacon St., Brookline)

RSVP: Paid reservations must be received at the BSA five days prior to each dinner

Cost: \$45 each; \$35 for BSA members

9/20

Event: Washington Street Charrette – this is the first public meeting for everyone interested in the 1995-1996 BSA Charrette on Washington Street (see p. 4)

Date: 9/20

Time: 4:00 pm reception

Place: The Architects Building, 52 Broad St., Boston

RSVP: 617-951-1433x221

Cost: free to all members and non-members

9/22-24

Event: AIA New England Annual Meeting – the annual networking weekend for New England architects

Date: 9/22-24

Place: The Hotel Northampton

RSVP: 617-951-1433x221 for registration information

10/21

Event: Architecture Career Day – the BSA's annual career day for high-school students and others interested in the profession (see p. 14)

Date: 10/21

Time: 9 am - 2 pm

Place: Gund Hall, Harvard GSD

RSVP: 617-951-1433x221

Cost: free

BSA honors Koch



The BSA's 1995 Award of Honor will be conferred on a truly extraordinary Boston practitioner, Carl Koch FAIA (left), at Build Boston in November. "As an innovator in an innovative field, Carl transformed the profession and the building industry," notes BSA President Elizabeth S. Padjen FAIA. "Carl's conception of 'tech-built design' is an industry landmark because it led architects into new professional territory and new industry roles." The BSA Award of Honor is given annually to an architect who has made extraordinary contributions to the profession over a considerable period of time. Koch will be honored during the Build Boston Banquet on November 16 (and it will include recollections from Ed Logue, Peter Forbes FAIA, and others); all readers are invited to join us. (Call the BSA at 617-951-1433x221 for the Banquet reservation form.)

BSA Annual Banquet

The BSA/Build Boston Annual Banquet is November 16, 1995; use your Build Boston registration form to reserve a seat at the Banquet or call 800-544-1898.

The BSA and the World Trade Center are privileged this year to welcome a new Build Boston Banquet sponsor: Jackson Millwork and Vetter SNE Enterprises, Inc.

RSVP today... call 617-951-1433x221 to RSVP for any event on this page. See p. 24 for a full schedule of BSA committee meetings open to all readers.

Call for Entries: BSA 1995 Honor Awards

photo: J. M. Barron



The jury for this year's BSA Honor Awards for Design Excellence is (clockwise from top left): Chad Floyd FAIA (Centerbrook Architects, Connecticut), Jan Keane FAIA (Mitchell Giurgola, New York City), James Somes FAIA (JSA Architects, New Hampshire), and Judy Swanson AIA (KPF Interior Architects, New York City).

This design awards program, now in its seventh year, recognizes distinguished work in all building types including unbuilt work, interiors, preservation work, urban design, etc. The work of all Massachusetts architects, members and non-members, is eligible; in addition, architects elsewhere in the world may submit Massachusetts projects. Unlike the unique Harleston Parker Award, which singles out one exceptional piece of work annually, the Honor Awards program recognizes the incredible breadth of design excellence and honors as many projects as the jury determines worthy. All members received the Call for Entries in August. For additional copies, call 617-951-1433x221. **The deadline is October 2.**

This year the BSA is privileged to welcome new co-sponsors of this unique BSA design awards program: Poole Professional Ltd. and the Design Professionals Insurance Company (DPIC). Poole Professional Ltd. is the insurance brokerage partnership of Doug Poole and Chris Poole, long-time supporters of the Massachusetts architectural community. DPIC, the national liability insurance carrier, also has been supporting BSA efforts to streamline the construction-phase services elements of our building projects.

Call for Entries: unbuilt architecture

The BSA Design Committee has published its fifth annual call for entries of architectural design work that to date remains unbuilt. This is an opportunity for the entire design community – practitioners, educators, students – to have interesting unbuilt design work juried and honored for design excellence. Theoretical and client-sponsored projects are eligible. There are no geographical or other restrictions on the individuals, teams, firms, or institutions eligible to submit and there are no restrictions on the location of projects that ultimately may be built.

The jury for this year's unbuilt architecture program includes: Lawrence Chan AIA (Chan Krieger & Associates), Deborah Dietsch (Editor, *Architecture*), Ann McCallum AIA (Burr and McCallum Architects), Robert Miklos AIA (Schwartz/Silver Architects), Ted Szostkowski (Kallmann McKinnell & Wood), and Maryann Thompson (Thompson and Rose Architects).

The submission deadline is September 26; for additional copies of the Call for Entries, call 617-951-1433x221.

*Robert Brown AIA & Ed Frenette AIA
Co-Chairs, BSA Design Committee*

Call for Entries: Urban Design

The BSA's Urban Design Committee invites all members of the BSA to submit entries for the 1995-1996 BSA Urban Design Awards Program.

The Committee will consider any project or proposal that enriches the urban environment in eastern Massachusetts. In an effort to enhance the BSA's advocacy efforts in critical early stages of urban design projects, this year's awards program seeks to broaden the scope to include projects not yet built. This means we will consider everything from historically significant projects whose value has endured to recently completed work to as-yet-unrealized projects that hold promise for the future. The only limitation on this new element – the solicitation of unbuilt work – is that all projects must name a client and the client must be intending to build the project.

Submissions are due September 30, 1995: Anyone (including non-architects and non-BSA members) may submit an eastern Massachusetts project anytime before **September 30** of this year. The intent is to encourage

nominations and submissions and the submission itself should be one-page, typed description of the project and one additional 8 1/2" x 11" sheet of graphic information. We will solicit additional information as needed. All nominations and submissions should be addressed to Urban Design Awards, BSA, 52 Broad St., Boston 02109.

*George Thrush AIA, Chair
Urban Design Awards Committee*

Architects promoted in photography exhibit

All New England architects and architecture firms that are members of the AIA are eligible for a unique exhibit now being assembled by the BSA specifically to promote New England architects.

The call for entries for this exhibit, which opens at Build Boston in November, was mailed to all AIA members in Massachusetts and to all AIA chapters in New England in August. For additional copies of the submission guidelines for this exhibit, call the BSA at 617-951-1433x221.

The important deadline now is September 14; all we need by that time is an 8"x10" photograph of the project you intend to submit for this project. Questions? Call BSA Director of Special Projects Alexandra Lee at 617-951-1433x225.

*David Amory AIA & John Freeman AIA
Co-Chairs, New England Exhibit*

Design-review roles open for architects

The BSA's Committee on Professional Appointments is seeking Massachusetts architects interested in serving on state, city and town design-review, designer selection, historic preservation, and similar bodies. If you are an architect in Massachusetts interested in such roles, please send a letter of interest along with your resume to Nancy Jenner, Committee on Professional Appointments, BSA, 52 Broad St., Boston MA 02109.

Dine with architects

Boston has experienced a dining renaissance. New restaurants, brew houses, and cafes seem to open every day. Designed by innovative architects and design teams, these restaurants combine exquisite cuisine, superior service, and great attention to detail. Each offers a unique dining experience, as they say in the magazines. Some combine tastes from different cultures, others features designed inspired by travel, or beer brewed on site. All of our readers and your friends and families are invited to join us this Fall for the new season of the BSA's "Dinner with the Designer" series that each month goes behind the scenes of a new restaurant to hear about the design process from the architects and the owners and to enjoy the latest creations of Boston's finest chefs.

Our first stop on the moveable feast this season is Sonsie on September 18. Located on Newbury Street, Sonsie has quickly become a favorite place to meet for *cafe au lait* or dinner. Sonsie offers two distinctive atmospheres: French doors lining Newbury Street open fully allowing cafe visitors to relax and enjoy fresh air and sunshine (and the passers-by) and, inside, the colorful dining room with a brick oven and bar offers a cozy alternative. The full meals and lighter fare featured on Chef Bill Poirier's seasonal menus are available in both the cafe and the dining room. "Dinner with the Designer" guests will enjoy a cash bar in the cafe before heading to a private dining room for dinner and the informal presentation by and conversation with Sonsie architect Patrick Ahearn AIA of Ahearn Schopfer Architects in Boston. Tickets are \$35.00 for BSA members and \$45.00 for friends who have yet to become members.

Providence, identified as a "hot new restaurant" by *Bon Appetit Magazine* recently and listed as one of the "Best New Restaurants" by *Esquire*, is our featured restaurant on October 24. Chef/Owner Paul O'Connell has orchestrated a wonderful mix of beautiful design and elegant cuisine. The design team included Conyngham Associates Architects and metal-artist David Tonnese. The dining room features grand marble columns and pure colors of cobalt blue, aqua and shocking chartreuse. The adjoining greenhouse-style glass cafe is an eclectic mix of warm quarry tile, meetinghouse benches, wrought-iron furniture, and gargoyles. The cuisine combines French and Italian influences in a distinctively lighter personal style. The tickets for this special evening are also \$35.00 for BSA members and \$45.00 for all others.

Both evenings begin at 6:00 pm with a cash bar followed by a three-course meal and informal discussion of and conversation about

the restaurant's design and construction. Reservations must be made five days prior to each event. To make a reservation, send your name, mailing address, daytime telephone number and check payable to the BSA, 52 Broad St, Boston 02019. If you have questions about this program or if you are a design professional or restaurant owner with an interest in this program, please call me at 617-951-1433x227.

Nancy Jenner
Program Manager

"Free Expressions" – our designers show their (other) stuff

In an unique, first-time BSA exhibit in September, BSA members share their creative interests outside of the office. This special exhibit, sponsored by Suffolk Construction Company, has been designed by the BSA's Young Architects Committee and includes a special exhibit reception at 6:00 pm, September 6, in The Architects Building. For details, see the listing on p. 2. For more information on this exhibit and on the Young Architects Committee, call Committee Co-chairs Gary Brock (617-423-2236), Serena Keswani (617-261-2480), or Steven Wonkka (617-628-6097).

Frank DiMella AIA, Co-Chair
BSA Exhibits Committee

New members exhibit their work

The BSA Exhibits Committee presents the annual BSA New Members Exhibit in September. This exhibit of design projects by new BSA members offers all of us an opportunity to see interesting new work and to provide new members with an unusual opportunity to share their designs with their colleagues and the public. The exhibit, sponsored by Suffolk Construction Company, runs the last two weeks of September in The Architects Building. For details, see the listing on p. 2. A special reception is scheduled for September 19 and all readers are invited; it's free.

Frank DiMella AIA, Co-Chair
BSA Exhibits Committee

Award-winning projects on exhibit in November

Award-winning projects in the 1995 BSA Honor Awards Program, the 1995 AIA New England Design Awards Program, the Massachusetts Architectural Access Board Design Competition, the BSA 1995 Unbuilt Architecture Design Awards Program, and award-recipients in several other awards programs will be found in Build Boston's Design Gallery, the extraordinary museum-like exhibit created each year for Build Boston.

There is no charge to enjoy these exhibits; all you need to do is to complete and return the free ticket inserted in this issue of the ChapterLetter. If you are registering for any other event at Build Boston, that registration also guarantees you free admission to the Design Gallery and to the exhibit hall.

Questions? Call 800-544-1898.

Washington Street Charrette begins on September 20

The BSA hosts the first open, public meeting on September 20 to focus on the proposed Washington Street Charrette. Every reader, every citizen of Boston, every interest group, every business owner, every resident along Washington Street, and everyone else interested in the future development of Washington Street from downtown Boston out through Jamaica Plain is invited to this kick-off public gathering.

The intent of this first meeting is to outline the proposal for this groundbreaking charrette and to identify individuals, organizations, and institutions interested in participating at any level in the charrette planning or the charrette itself, which is scheduled for Spring 1996.

The meeting begins at 4:00 pm on September 20 in The Architects Building, 52 Broad St., Boston. Please call 617-951-1433x221 to tell us you are coming so we order enough refreshments for this informal gathering.

Rebecca Barnes AIA, Chair
Washington Street Charrette

Steel or wood framing: which is "greener"?

There is a trend toward the use of steel framing in residential construction in this country. Wood framing is still the dominant method but steel is gaining momentum. Steel offers price stability, consistent quality, and a piece-for-piece substitution for wood-framing. These factors have boosted the use of steel framing from only 1/4% for load-bearing uses and 1/2% for interior partitions in 1992 to 1% and 5%, respectively, in 1993. The American Iron and Steel Institute has set a goal of 25% of the market for steel by 1998. What are the environmental impacts associated with this shift? Is steel frame better for the environment than wood?

According to a recent article in *Environmental Building News* (EBN), light-weight steel framing is being promoted for its environmental qualities and "it does have a number of selling points." Steel is praised for its recycled content (about 46%, or 66% if you include shop-floor scraps remelted) and its use prevents logging and habitat losses. Steel is strong, light, and durable and is termite- and rat-resistant and it won't burn.

In its report, EBN compares the manufacturing process of the materials from resource-extraction to recycling, from embodied energy to forestry management. Comparison of the materials' energy use, emission rate, and solid-waste production from the manufacturing process reveals that steel and lumber are not as different as you might imagine; the numbers for lumber approach those of steel primarily because of the energy-intensive kiln-drying process used to chase moisture out of wood. But here comes the bad news for steel, according to EBN: "Steel has one glaring handicap, however, that has the potential to override all its advantages — thermal performance."

Thermal bridging

Steel, notes EBN, is "over 400 times more conductive of heat than wood. A 20-gauge (0.04"-thick) standard steel stud conducts roughly 10 times more heat than a 1.5"-thick wood stud." The heat transfer may not be as pronounced as in an iron skillet on a stove but the idea is the same; you know better than to touch the handle of that skillet without an oven mitt (insulation). When given a path of low resistance, heat will flow and, if the steel stud bridges from inside to outside, you've got a problem. The heating bills go up, the HVAC equipment needs to be heavier, and condensation is created on the warm side of the building. Thermal bridging is probably the single most important environmental issue to consider.

In addition, the EBN report includes a diagram of heat flowing through a wall. "Any

heat in the vicinity of the steel moves sideways through the wall to the stud and then tunnels through the steel," according to EBN. Because of the difficulty of calculating the exact values of heat transfer through metal studs, the breadth of the problem only recently has been acknowledged. The American Society of Heating, Refrigeration, and Air-Conditioning Engineers (ASHRAE) has published a series of corrective values for steel frame walls and ASHRAE describes its publication as a "wake-up call" that shows how R-values for steel stud walls can take a nose-dive. As you would expect, the problem is worse with studs spaced at 16" o.c. than at 24" o.c. This report also shows that increasing the thickness of insulation and the stud space suffered from diminishing returns. The situation is then worsened by the fact that all buildings have to deal with door and window penetrations, sills and top-plates, overhangs, and other problem areas. According to the *Journal of Thermal Insulation*, the overall wall R-value is 22% lower than the R-value of a section with studs only in a typical simple steel-frame house with studs at 16" o.c.

Rigid insulation

The easiest way for architects and builders to mitigate the thermal-bridging problem is to add rigid insulation or insulated sheathing to the outside of the metal-stud wall system. That is the strategy adopted by Dry-Vit and other exterior insulation and finish systems. If you are designing a brick-clad building with metal-stud back-up, then along with your batt insulation in the stud space, put a layer of rigid insulation over the exterior sheathing. Expanded polystyrene is "greener" than extruded polystyrene or polyisocyanurate because it is not made with HCFCs, which cause holes in the ozone layer and contribute to global warming.

Due to the thermal-bridging problem and the intensive manufacturing required to make steel, it is difficult to say that steel is better for the environment than timber. Both materials have their drawbacks. Consequently, EBN offers these recommendations: "Where wood is available from a certified, well-managed forest, it's probably the best choice environmentally." It's better, however, to replace "treated" wood with metal when possible. If you use steel framing generally, be sure to address the thermal-bridging problem and frame walls at 24" o.c. Consider using metal studs for interior partitions and wood studs for exterior walls.

Paul McWilliams AIA

Other News & Resources

The Center for Sustainable Design is undertaking a sustainable housing demonstration project in Cambridge. For more information,

call the Center at 617-491-5757.

As noted here in the last issue, a team sponsored by ASR is participating in the national Environmental Design Charrette program on October 6-9. Our charrette focuses on three landfills and a decommissioned incinerator in Newton and Waltham. Readers interested in any aspect of the planning or implementing of this charrette are invited to call Chris Royer (617-244-4477) or Peter Smith AIA (617-342-1081).

Architects for Social Responsibility (ASR) meets on the FOURTH Tuesday of every month at 6:00 pm. at the BSA. All are welcome! For more information, call Jim van Eman at 617-864-9457 or Franziska Amacher at 617-868-3755. ASR is an affiliate of ADPSR and a committee of the BSA.

Architectural Graphic Standards now in CD-ROM version at BSA

First it was Frank Lloyd Wright on CD-ROM (currently available from the BSA; see p. 19) and now it is that old standby, *Architectural Graphic Standards*.

John Wiley & Sons is releasing the CD-ROM version of *Architectural Graphic Standards* in early 1996 and you can place orders through the BSA now. Of course, you can also order *Architectural Graphic Standards* in the print edition from the BSA. In either case, use the Special Publications list and order form inserted in this issue of the ChapterLetter; they are items #134 and #135, respectively. For additional copies of the order form, call the BSA at 617-951-1433x221.

Herman Miller speaks

"'Once a building is up,' says Max De Pree, 'it's publicly owned. It's there. We can't avoid seeing it. So it either blesses us or embarrasses us. People who build buildings don't have the right to behave only in their own interests. A building is either an environmental asset or an environmental problem.' . . . or, as architect Quincy Jones liked to put it, 'There is no unimportant architecture.'" —from Herman Miller, Inc.: Buildings and Beliefs by Jeffrey L. Cruikshank & Clark Malcolm

Groundwater as architecture: designers use Title 5 creatively

Title 5 is one of the most controversial regulations to appear on the Massachusetts horizon in some time. While owners of private septic systems may have been feeling smug over the last few years as MWRA rates have risen with the Harbor clean-up, Title 5 applies the kind of standards to the owners of private systems that MWRA ratepayers have been facing. To listen to many politicians and real-estate groups, Title 5 will single-handedly kill three-quarters of the pending real-estate sales in areas beyond public sewer lines. It appears on its face to be the kind of high-cost headache guaranteed to alienate suburban and rural homeowners from environmental responsibility and the state bureaucracy in one move.

It is certainly not my intention to downplay the seriousness of the problems facing many sellers. Failing private septic systems do, however, pose a serious threat to groundwater and to public health. With no oversight other than uneven regulations by local boards of health, older systems have threatened to downgrade seriously the water supply in many communities.

The good news is that Title 5 proves to be an unusually well-balanced piece of legislation, offering the possibility of win-win solutions to a set of problems that have been increasing in seriousness for decades. The act provides "standard requirements for the siting, construction, inspection, upgrade and expansion of on-site sewage treatment and disposal systems and for the transport and disposal of septage." While mandating the inspection and certification of private systems, it also approves several new technologies for waste disposal. The use of composting toilet systems is specifically allowed. In addition, separation of graywater from toilet and kitchen wastes is permitted, providing an opportunity to reduce drastically both water use and effluent discharge.

While many architects have no desire to learn the mechanics of toilets of any kind, the new generation of composting toilets, fixtures installed and serviced by a plumber, are almost indistinguishable from Sir Thomas's wonderful porcelain invention. Interaction with composting toilets can be limited entirely to use, although many owners have found a place for the rich humus they produce. By the same token, a Washwater Garden™ can be an exterior, maintenance-free planting bed or a much smaller greenhouse installation. Both types produce clean water, returning it either to the atmosphere or, with some added hardware, to the house for reuse.

A number of projects in Massachusetts are already using technologies permitted under Title 5 to reduce installation and operating costs. A fire station in Harwich, for example, is avoiding over \$100,000 in annual waste-disposal costs for fire-truck wash-down water with an aerobic "evapo-transpiration bed", an impervious garden trench in which soil microbes and specially selected plants essentially eat, drink and breathe away the contaminants found in this wastewater. In another case, a family in Cohasset, having purchased a three-bedroom house built on ledge with a failed cesspool, was facing the need for installing a "tight tank" that would need to be pumped on a regular basis. Pumping costs were estimated at \$385,500 over a 20-year mortgage. Instead they are installing a system with porcelain composting toilets and a Wastewater Garden™ for their graywater, allowing the cesspool to be used for backup purposes only. (Both of these examples are the work of Sustainable Strategies, a local design/build consulting firm that can be reached at 508-369-9440.)

What is most exciting about Title 5 for architects is the way it adds to the sustainable strategies that are readily available for use without special permitting. With each addition to our palette of environmentally benign technologies it becomes easier to conceptualize a building as a whole system, balancing intake and outflow of materials, energy and water.

Andrew St. John AIA

Ed. note: St. John, author of The Sourcebook for Sustainable Design (published by the BSA), writes regularly for the ChapterLetter and maintains an architectural and consulting practice that focuses on building health and the environment. St. John may be reached at 508-768-6156.

BBF goes underground

Boston By Foot, no doubt North America's premier architectural walking tour service, has come up with a new idea—a walking tour of underground Boston.

In the flyer announcing this new program, Boston By Foot also offers a few delightful tidbits of information such as these:

▲ Do you know why Boston's four-line subway system (the T) is color-coded? The Red Line is the one that runs to Cambridge influenced, no doubt by Harvard crimson. . . or is it MIT red and gray? The Blue Line runs

to the ocean. The Green Line runs out to the green suburbs of Brookline and Newton. The Orange Line takes its names from the old name for Washington Street. . . Orange Street.

▲ By 1738, King's Chapel became so filled with the dead that grave-diggers were obliged to bury people four deep.

▲ Wires, conduits, and pipe belonging to 31 utility companies are buried underneath the streets, sidewalks, and buildings of Boston.

▲ Winter or Summer, the below-ground temperature at 15-30 feet remains a relatively constant 50% degrees Fahrenheit.

▲ Do you know what the black iron structure is in the cemetery near King's Chapel? It is a subway vent.

▲ Did you know that the telephone was invented near what is now Government Center?

For more details on Boston By Foot and all of its tours, including Underground Boston and its special Bay Village tour in September, call 617-367-2345.

Pelli discusses work-in-progress at BSA

"Works in Progress" begins its 1995-1996 season on November 30 when AIA Gold Medalist Cesar Pelli FAIA comes to the BSA to present a current project in this delightfully informal and dynamic program.

These monthly gatherings of Boston architects are frank and free-wheeling and are designed to give architects and interns a unique opportunity to discuss design by focusing on our guest's work-in-progress.

We hope you will join us for *hors d'oeuvres* and conversation with Cesar Pelli. The price is \$15 for each of these evenings. (The series runs on the last Thursday of each month through April 1996; for a full schedule and a reservation form, call the BSA at 617-951-1433x221.) We look forward to seeing you on November 30 at The Architects Building with Cesar Pelli.

Sole practitioners meet at BDR

The September meeting of the BSA's Sole Practitioners Luncheon Group will be at the Building & Design Resources (BDR) office at the Boston Design Center. This is an opportunity for all sole practitioners to see firsthand the facilities and resources available through BDR. . . often just a fax a way! (See a report on BDR on p. 9.) This meeting is at noon, Friday, September 15 (regulars should note the atypical meeting date). Call BDR at 617-261-1828 by September 14 to confirm your attendance. We will provide light refreshments; sandwiches will be available in the building at Au Bon Pain. Questions? Call Committee Co-Chair Paul Minor AIA at 508-369-8448.

FYI: The October meeting of the Sole Practitioners Committee will be at the usual time and place (noon, October 13, at the BSA) at which time hazardous-materials expert Peter Blaisdell AIA of Kendall, Taylor & Company will talk with us about lead- and asbestos-abatement and State and federal requirements, especially as they apply to small projects.

Rotch offers \$30,000

The Rotch Travelling Scholarship, the nationally prestigious award that emerges from an annual design competition, offers a \$30,000 prize. Qualified applicants must be U.S. citizens, under 35 as of March 15, 1996, must have a degree in architecture and at least one year of work experience and also must have studied or worked in Massachusetts.

Requests for applications must be made in *writing* to obtain the application, send your inquiry with your name and mailing address to Rotch Scholarship, BSA, 52 Broad St., Boston 02109. . . and all requests must be received before January 1, 1996.

Your free ticket is here

Anyone who registers for Build Boston prior to October 20 is guaranteed free admission to the Build Boston exhibit hall. Use the free ticket inserted in this issue of the ChapterLetter or use the registration form on p. 45 of the Build Boston program (section 4) or call 800-544-1898.

Massachusetts codes and county by-laws available on CD-ROM

"MuniLaw" is a single, CD-ROM disk that can bring the latest Massachusetts zoning and related by-laws, on a county-by-county basis, to your desktop computer screen . . . and hard copies of zoning maps of Massachusetts communities. This CD-ROM also includes the complete Massachusetts State Building Code, Department of Environmental Protection Regulations (including Title 5 revisions), the Cape Cod Commission Act, the Americans with Disabilities Act, Disabled Persons Protection Commission Regulations, Architectural Access Board Regulations, Outdoor Advertising Board Regulations, and Department of Revenue local tax regulations.

To use this product, you need a standard, double-speed CD-ROM drive. All information on the CD-ROM is updated continually and updates are sent automatically to subscribers every six months. For emergencies, MuniLaw has a toll-free help line.

This CD-ROM is available through the BSA. To order, use the Special Publications order form inserted in this issue of the ChapterLetter; it is item #133.

Do you know the law governing As and Es ?

Last year a joint committee of architects, engineers, and land-surveyors began work on a brief guide to Massachusetts laws governing the practice of architecture and engineering. The intent was to clarify the legal roles and responsibilities of architects and engineers, to clarify the distinctions between these professions, and to help all practitioners and building officials better understand how these professions function or should function.

The result is a straightforward, 11-page guide that every design professional should review. . . and share with every building official in Massachusetts. AIA Massachusetts provides every new member with a copy of this guide and will mail one to anyone who asks for it. It's available by mail only; send your request with a 55¢, 9"x12" SASE to Joint Committee Guide, AIA Mass., 52 Broad St., Boston 02019.

Design/build guidelines available

The project-delivery method known as design/build is a troublesome one for many architects. While this delivery method seems to be on the increase throughout the country, there remain many state and local debates over the financial, practical, design, construction, and other benefits (or lack of them) related to the mechanism. With this debate in mind, the national office of the AIA, working with the AGC, has drafted some recommended guidelines for design/build in the public sector.

"While it is intended to provide guidance for public owners," according to national AIA President Chet Widom FAIA, "this publication is not intended to endorse design/build or suggest that it is the best method for public owners to procure design and construction services." Widom notes that this new publication — "AIA/AGC Recommended Guidelines for Procurement of Design/Build Projects in the Public Sector" — is rather an acknowledgment that design/build is being used in the public sector and that public agencies employing design/build may benefit from further guidance on how to procure design and construction services using this delivery system.

For a copy of this new publication, call the AIA office in Washington at 800-365-2724.

Do you need another argument against fee-bidding ?

As architects and engineers throughout the country talk with public-sector and private-sector clients about the dangers and diminishing returns of fee-bidding as a way to select designers, increasing support of the alternative — qualifications-based selection (QBS) — continue to turn up. One recent example is a 1994 policy paper issued by the American Public Works Association in Washington DC. This two-page affirmation of QBS as the appropriate way to select designers may be one more tool architects and engineers can use as we explain to our clients why qualifications are more important than low bids.

For a copy of this two-page policy paper, send your requests with a 32¢ SASE to Fee Bids vs. QBS, BSA, 52 Broad St., Boston 02109. The policy paper comes as part of a package that also includes an excellent sample letter used by a design firm to discourage fee-bid requests.

Do you know why architects earn less ?

The following is excerpted from an article that appeared in "P&F Bulletin," the newsletter of the Pasadena & Foothill Chapter of the AIA in California, which excerpted its piece from a 1985 P/A article.

... Our predominantly materialistic culture, egalitarian polity, and free-market system set the rules by which the architectural profession must abide. In such a context, architects earn less for two reasons: ineffectiveness and irrelevance.

The ineffectiveness of the architectural profession occurs in both its education and practice. Architectural education lacks both science and research. Architects rarely do research themselves and have few full-time researchers to fall back on. Few books articulate the core architectural knowledge, particularly scholarly works that one can recommend to those in other disciplines. And few architectural departments sufficiently invest in research or reward scholarly work. There are few scholarly journals in architecture and few architectural educators with a Ph.D.

In other words, architecture, as a discipline, is dependent upon other disciplines such as art, philosophy, and architectural history for its theory. Out dated intellectual tools leave the profession poorly prepared and inefficient.

Several factors contribute to the ineffectiveness of professional practice. Many architects today remain generalists in an age of specialization. While other professions are often criticized for knowing too much about too little, architects "know too little about too much." Many architects also are still more concerned with the creation of objects than ... [serving] users and clients. Many architects lack training or skills in communication (other than visual communication), negotiation, creative problem-solving, information-handling, and decision-making techniques. And most are ill-equipped to deal with economics and business-management issues.

The lack of commonly shared knowledge and aesthetic paradigms among architects not only makes collective efforts within the architectural profession difficult... but it undermines our credibility in the eyes of the public.

Architects earn less because what [we] do and want are often irrelevant to the concerns of society and the immediate interests of users — what architects want and see often are not what clients and users want and see. Many architects view architecture as art. In

so doing, [we] pay lip service to practical and economic concerns. An architect's tendency for the "ego trip" scares many prospective clients and causes them to shun the architect and seek a builder instead.

Architecture also has become irrelevant as architects have shrunk from involvement with construction technology. [We] have lost contact with the building industry in general and the housing industry in particular. Today, the majority of architecture schools project their image as art schools and disassociate themselves from engineering and business. . .

To be more effective, we must:

- ◆ Develop a vigorous *science* of architecture by encouraging and rewarding research and scholarship
- ◆ Integrate design with the building process
- ◆ Teach the skills of creative problem-solving, communication, negotiation, information-handling, and business
- ◆ Enhance the effectiveness of educators with organized training and teaching
- ◆ Encourage specialization by problem types
- ◆ Encourage discipline-transcending, problem-centered education
- ◆ Develop the internal coherence of our knowledge base without sacrificing creative freedom and diversity

To be more relevant, we must:

- ◆ Develop an inclusive, integrative view of architecture
- ◆ Develop a distinctive core of architectural knowledge responsive to social concerns
- ◆ Establish contact with the building industry and related disciplines within universities
- ◆ Promote environmental psychology, ecology, real estate, and speech communications as preferred electives
- ◆ Promote architecture as an inclusive dynamic culture [not] an exclusive fine art
- ◆ Avoid the utopian pursuit of universal solutions and teach descriptive principles

Anything less than changing the structure of our profession and its beliefs systems will result in architects as dispensable professionals. Arrogance and ignorance must not nurture each other. Instead of simply controlling the supply of architects for a saturated demand, our profession must offer a creative supply to produce hidden demand. In so doing, we will gain not only respect but better social and economic rewards earned through our ability to make a more valid and meaningful contribution to society.

Jusuch Roh AIA

Ed. note: At the time this article was written in 1985, Roh was an associate professor of architecture at Texas Tech.

BSA health plan for members. . . is it for you ?

During the past year, the BSA has worked with our healthcare consultants in an effort to find an insurance carrier willing to take on the Massachusetts architectural community. The most positive response has come from Blue Cross/Blue Shield, which detailed the plan possibilities at Build Boston last Fall and through recent correspondence with members.

Specifically, Blue Cross/Blue Shield has offered a proposal that will provide sole practitioners and small firms with access to medical insurance at competitive rates (insurance that sometimes is not available at all to small firms) and the plan offers premium reductions for large firms. The program being offered gives us access to 98% of the doctors in Massachusetts and all of the hospitals in the state. Those of us working on this effort are also working with the Commonwealth to help pass the legislation required to provide more beneficial healthcare premium structures for small businesses/small firms.

All architecture firms in Massachusetts are urged to join now in order to participate in this program. For more information, call Penny Mitchell at the BSA (617-951-1433x228).

*Elliot Paul Rothman AIA
& Jim Summers AIA*

Co-Chairs, Healthcare Benefits Committee

Gabriel Prize offers special opportunity

The 1996 Gabriel Prize Competition is an international event that offers architects an opportunity to focus on a very special period in French architecture. Guidelines are available now from the BSA and must be requested in *writing* prior to December 1, 1995. To obtain the guidelines, send your name and address to Gabriel Prize, BSA, 52 Broad St., Boston 02109.

You are learning... but are you getting credit for it?

When you research a new building product, study changes in building codes regulations, learn another preservation technique or another computer application, improve the professional development of your interns, discover a new marketing niche... when you learn anything that has a clearly defined professional purpose, you are earning AIA Learning Units. But only if they are recorded... and that is how we can help.

It is a simple matter to record your Learning Units (LUs). All you need is the form. And if you do your learning at Build Boston, you don't even need the form... we will do the recording for you. The July issue of *AIArchitect* contains an AIA/CES Self-Report Form and Quality-Level Worksheet... call the BSA at 617-951-1433x228 and we will send you this form directly. The Quality Level Worksheet, which is printed in the back of the Self-Report Form, determines the "quality level" (QL) of the program/learning project you are reporting. For example, QL 1 activities earn one LU per hour spent learning; QL 1 is passive learning such as reading, listening to audiotapes, other kinds of self-study, etc. Quality Level 2 (QL 2) is interactive learning during which you can ask questions and talk to experts, work in hands-on activities, etc.; QL 2 activities earn two LUs per hour. And QL 3 activities earn three LUs per hour for projects or activities on which you are graded or receive some feedback indicating how well you learned or performed.

The new continuing-education program for *AIA members only* is a requirement and an advantage for you and your firm. This continuing-education system gives you credit for all the learning you do and it is an excellent tool to keep on top of developments in the profession... and ahead of your competitors who are not AIA members.

*Penny Mitchell, Director
BSA Membership Services*

Discount deadline!

This is a reminder that the Build Boston discount registration deadline is October 20. Miss the deadline and you miss the discounts. Register today... it is easy. Questions? Call 800-367-9822 or 617-439-5020.

Information... and its newest local source

Among the more significant changes in our profession since the boom era of the 1980s are changes in full-time staffing practices (see related story on p. 7) and the widespread use of CADD. Both are trends that are continuing to evolve and to influence other changes. The major change in the staffing picture is that most firms have downsized and have trimmed much of their professional and support staff.

One result is that larger firms are doing business with leaner staffs and there are many more smaller firms and sole practitioners hanging out their shingles and competing for a larger share of the available work. The continuing influence of the computer in our practices is also leading many firms toward the use of computers for in-house databases and toward an increasing desire to gain access to services electronically. Both of these changes are having a significant effect on how we gain access to "information." With only a small number of design librarians employed full-time today and by only a few large firms, and with online services not yet ready or adequate to serve the design professions, most of us rely on older, more transitional sources of information... but we are doing so with less efficiency.

The difficulty with gaining access to information today is compounded by the fact that new products and technologies are emerging at a more rapid pace than in the past. Staying up-to-date on currently available products requires a tremendous amount of effort and most firms do not have the staff or the time to do this. Moreover, in an effort to be current, there is tremendous duplication of effort among many firms as each one develops its own database to keep track of in-house resources and the ever-changing roster of manufacturers' representatives. In the midst of all this change, however, is the fact that we must stay well-informed in order to make the best choices for ourselves and our clients.

Solutions to the information dilemma are emerging but most require that we change some of our more traditional ways of doing business. As it is becoming less efficient and reliable to have all the necessary information resources in-house, we should familiarize ourselves with two alternative resources that are now available: (1) A magazine article search service that screens articles by topics in 36 professional journals and can, usually within a few hours, provide you with copies of the articles of your choice and (2) the new building and interior design product library, Building & Design Resources (BDR), at the Boston Design Center.

We developed the BDR to be of use in many ways. Before you start a new project, you might visit BDR with your design team to review and discover products and technologies that may serve as a source of inspiration or you may use the library as an instant-information resource throughout your project. The BDR can also respond to the simplest questions, such as who the current rep is for a certain manufacturer, or we can conduct more extensive searches for potential product solutions for specific applications. In addition to doing nearly any kind of project-related research, BDR can also help begin the magazine article search process described above. Because these services are set up to provide information efficiently, they may be more effective in economical solutions to your information needs than doing the research yourself or assigning the research to other in-house staff, leaving you with more time in your budgeted hours for design and production.

Both the magazine search service and the library services will evolve with the growing use of the Internet; in the meantime—and for the future—BDR was developed to serve the industry and our services are available to everyone; annual subscriptions are not necessary.

For more details on this new information and product resource, visit us (as the BSA Sole Practitioners Committee is doing—see p. 7) in Suite 644 in the Boston Design Center, call us at 617-261-1828, or fax your inquiries to 617-261-2484.

*Brenda Stanfield
Building & Design Resources Inc.*

Project management & project delivery are focus

Boston project-delivery wizards Frank Mead AIA and Martha Ondras AIA have assembled a first-time symposium on project-delivery alternatives at Build Boston in November. While exploring project-delivery alternatives such as design/build, partnering and construction management, this unique, seven-session symposium addresses clients' needs, public-sector issues, organizational and legal issues related to partnering, and a variety of case studies. To register, use the Build Boston program registration form or call 800-544-1898.

Selling our services, re-envisioning Washington Street, indoor air quality, and young architects are on the agenda

Defining the value of architectural services, serving our communities, strengthening our professional networks, and otherwise becoming more effective and more successful at what we do as architects are at the core of the BSA network. Among the mechanisms available to Massachusetts architects are the scores of issue-oriented working groups that constitute the BSA. Here are some examples of the efforts you can join to enrich your practice.

Indoor Air Quality – Examining existing legislation and considering new indoor air quality requirements are among the issues being addressed by this diverse group of building industry professionals, clients and building users, and individuals with severe toxic sensitivities. We also have assembled workshops on indoor air quality for Build Boston. Join us as we address these critical issues of building design. Call Jeanne Perrin at 617-284-9884.

Washington Street – The BSA's 1995-1996 charrette focusing on Washington Street is under way. Led by urban designer Rebecca Barnes AIA, the charrette steering committee is currently identifying neighborhood residents, business owners, public officials, associations, and others located along or especially interested in Washington Street from downtown Boston out through Jamaica Plain. If you are interested in Washington Street, urban design, the future of the city, and the charrette planned for the Spring of 1996, now is the time to jump in. Call charrette staff coordinator Alexandra Lee at 617-951-1433x225.

Young Architects – For the past few years, a group of dynamic young architects and interns has been touring Boston architecture firms, planning exhibits of the work of students, interns, and new BSA members, and annually hosting a "crit clinic" at Build Boston to help young architects develop their portfolios. If you are new to the profession, new to Boston, or otherwise share our interests, we urge you to join us at our regular meetings. Call Gary Brock (617-423-2236), Serena Keswani (617-261-2480), or Steven Wonkka (617-628-6097).

MUG – One of the earliest BSA-based computer groups was the Macintosh Users Group. This large group of Macintosh users in the building industry has gone through many incarnations and many chairs. . . and the group is seeking new leadership now. If you use Macs in your practice and you have an interest in learning more about Mac uses, sharing what you know with others, and otherwise taking advantage of the wisdom of

the group, call Richard Fitzgerald at 617-951-1433x232.

Finding Clients – For the past several years, the Home Show Marketing Committee led by Joe Luna AIA has been identifying new residential and small-scale commercial clients for AIA members in Massachusetts. The mechanism has been a series of large home-shows scheduled in Boston every year. The two major Boston home-shows are scheduled for February. If you are interested in residential work, you should be part of this effort. Call Joe Luna AIA at 617-245-6530; Luna, incidentally, reports that he is currently working on four active projects he got at the home-shows this year.

Architecture on the Walls – The new edition to the Aquarium by Schwartz/Silver, the winning entries in the Boston City Hall Plaza Competition, Josh Weiner's murals, and the award-winning projects in the BSA Honor Awards program are among the exhibits that have graced the walls of The Architects Building in recent months. This exhibits program is a member-administered effort coordinated at a monthly breakfast meeting to which you are invited. The group currently includes architects, students, and architectural photographers Steve Rosenthal and Peter Vanderwarker; we hope you will join us as we plan the next series of exhibits for 1995-96. Call Frank DiMella AIA (617-426-5004) or Larry Bauer AIA (617-924-8200).

Historic Preservation – Co-sponsorship of an effort to develop a database on the deterioration of 19th-century stained-glass in Boston, a presentation on the Rookery and the Reliance buildings, a view of mill buildings in the Blackstone River Valley, exploring Roxbury puddingstone, re-using Boston's historic theaters, culling the architectural microfilm at the State Archives, and nominations for the BSA Historic Preservation Awards are among the agenda issues addressed monthly by the BSA Historic Resources Committee. Everyone is invited to join us for these informal monthly breakfasts. Call Henry Moss AIA at 617-492-8400.

Shelter – The new edition of the "Guide to Donating and Volunteering in Boston-Area Shelters and Food Service Programs" is in progress. . . and we need your help. We are also currently working with the Greater Boston Housing and Shelter Alliance, we are co-sponsoring an exhibit that focuses on problems faced by families, battered women, and children seeking housing, and we have scheduled presentations on Habitat for Humanity, the project for the Frail Elderly on Dudley Street, and the Greater Boston Food Bank.

We are architects, contractors, engineers, clients, users, marketing professionals, and citizens. Join us as we address issues facing the homeless. Nancy Sullivan (617-737-9339) or John Wilson AIA (617-342-8200).

Diversity, education, and kids – We are architects who work with kids, with school teachers, with others in the industry who have an interest in young people. We are working with the Boston Public Industry Council, we develop elementary school curricula, we work with CityYear, and we are working with the Historic Neighborhoods Foundation to help develop architectural and historic awareness among Boston school children. We think we are shaping the future of the profession and the city. We invite you to help us. Call Kay Barned-Smith AIA (617-522-0163) or Cammie Henderson AIA (617-426-1300).

*

Members and non-members, architects and non-architects are invited to taste the opportunities offered by these and over five dozen similar networks of architects and allied professionals in the BSA. For more information on any of these groups, call 617-951-1433x221 and ask for the Guide to Committees and Task Forces. Chairs of all BSA networks, and task forces are invited to contribute to this column regularly and also to ensure that meeting notes are conveyed to BSA Architects Online, the BSA's electronic bulletin Board at 617-737-8102,8,N,1.

Elizabeth S. Padjen FAIA
President

Leading Massachusetts architects offer free "crit clinic"

For the third consecutive year, the BSA's Young Architects Committee is hosting a unique three-hour "crit clinic" for young architects, interns, and others who have an interest in having their portfolios evaluated at no cost by design principals of award-winning Massachusetts architecture firms.

The free crit clinic is on November 14 at Build Boston. There is no charge but you must register; it is event #151 and you may use the Build Boston registration form or call 617-439-5020 or 800-544-1898 to register by phone.

Starting your own firm: a few guidelines (Part I)

Many architecture firms are founded in New England each year and anecdotal data indicate that firm-formation is growing at an increased rate. What does it take to get started, what is the business outlook, and what do firms need to do to get work and be successful?

To get a snapshot of start-up firms in the 1990s, we recently interviewed principals of several architecture firms founded in the past five years. All provided insights and perspectives about choices, flexibility, entrepreneurship and values that may be useful to others contemplating such a move.

Where to begin?

Regardless of age, experience, or the amount of capital behind them, principals of new firms have far greater success when they have some sense of the framework in which they will live and conduct their practices, the clients for whom they wish to work, and the kinds of services they wish to provide. Formally or informally, it helps them to create a picture in their minds of who they want to be and the steps they'll take to get there. In other words, a vision must be formed and a plan created.

Boston's Paul Lukez AIA, who left his teaching position at Roger Williams College at the lowest point of the deep New England recession and never looked back, recalls: "I wanted to produce work of the highest quality. . . to me it's an artistic endeavor as much as a business. . . and I needed to find clients who would appreciate it." Lukez exemplifies a characteristic we find in many of today's successful young firms — an understanding of their own value and a willingness and determination to articulate and persuade clients of that value in terms that clients recognize and want.

Not all the firms had written plans at the outset. However, whether they were starting from a position of strength or as a matter of survival, all of them had some form of written plan within the first two years.

The reasons given for starting firms are, of course, endlessly varied. Some are classic: "We found ourselves in dead-end careers" to "We can serve clients and treat employees better" to "I knew I would be in the next round of lay-offs and wanted more control over my destiny."

Peter Piven FAIA, a principal of The Coxé Group, a management consulting firm specializing in the design profession, suggests that designers considering a start-up ask themselves a few straightforward questions

he uses with his class on "Starting a Design Firm" at Harvard's Graduate School of Design:

- Why do it? Is this what you really want?
- What will it do for your life?
- What do you hope to achieve?
- What personal values do you bring?

What does it cost?

Young design firms are like any other young service businesses in their struggle to maintain a balance between creating a firm reflecting their vision. . . and surviving.

Capitalization costs range from \$500 to \$30,000. Of those who tried, none of the principals we spoke to for this article was able to get a bank loan at the very start — not even with a signed contract in hand. Like any other small business, they called upon their families to help, depleted their savings accounts, and used ingenious combinations of home-equity loans and credit cards until the cash flow began and lines of credit were established.

Most young businesses try to keep their overhead costs down. Major variations are a consequence of office location — downtown offices (usually on the modest side but well-located near clients) vs the extra-bedroom mode — and investments in technology and equipment. Firms generally had professional liability insurance from Day One.

Not surprisingly, young firm principals are convinced that their commitment to technology allows them to become competitive and maintain their edge.

While some firms found that leasing computers at the outset solved their short-term financial issues, all have now made significant investments in hardware and software. Initial costs range from \$2,000 for word-processing and bookkeeping and quickly climb towards the \$30,000 range.

Who are the clients?

Where are the jobs?

Young firms often find work among client organizations which in some ways resemble them — entrepreneurial firms whose values correspond with those of the young design firm — and where the potential for developing relationships is strong. In entrepreneurial organizations, those who are responsible for making selections and doing the hiring are more readily accessible to design-firm principals. Trusting relationships are more easily established between principals of young organizations — and often count for more than years of experience.

Young — and often unknown — firms are less likely to win commissions from large corpo-

rations and government agencies looking for extensive track records to reduce their risks. The key for the young firm is the connection, the relationship. Whether it comes through a previous client, consultant, agency, family or community contact, the importance of the relationship is paramount.

Like their corporate counterparts, young design firms have learned the value of keeping their overhead down by bringing in the expertise they need "just in time" — some by developing a core group of specialists brought in as needed, others by assembling teams of the best consultants around the country by fax and modem.

Drastic changes in organizational structures have created opportunities for design firms of all sizes. Knowing and understanding the client's world, their businesses and their issues help young firms position themselves with the right service at the right time. Looking for work appropriate to the size of the firm makes sense, too. "We try to fly under the radar of the large nets," says Colin Flavin AIA of Boston's Flavin Architects. "Much of the work we do is simply not work that a large firm would be able to do economically — large firms usually aren't set up to do small projects." Flavin credits this strategy for his successful entree into "that hot little bubble market, casinos."

Young firms whose principals have some marketing experience and much client contact in their previous firms tend to develop work more quickly than those who have been exclusively involved in production. However, once made aware of the importance of building relationships, even production-experienced principals become successful in their business development efforts. One principal who started out with little or no marketing experience credits Peter Piven's advice — "Don't market projects . . . build networks." — for the growth of his practice. He was advised to call prospective clients and say that he would like an opportunity to "see what they are looking for." Armed with a list of questions, the architect doggedly built closer relationships with a number of former clients. After a year he asked for work — and got the first of several jobs!

Jill Weber

Ed. note: Weber, a consultant with The Coxé Group and Director of the BSA Marketing Service, provides Part II of this article in the next issue when she focuses on marketing strategies. Weber can be reached at the BSA (617-951-1433x323).

Our colleagues share their wisdom

Remember last year when it was too late to get the free ticket to Build Boston. . . or too late to get the discounted workshop prices . . . or too late to ask your boss (or your partner) for a half-day to go to Build Boston?

There are a few simple steps that you can take right now to ensure that you don't miss out again:

▲ First, peruse pages 2-6 of the Build Boston program for a listing of everything going on at Build Boston. . . the 10 special

symposia, the 150 workshops, the social events, etc.

▲ Second, use the registration form on p. 45 of the Build Boston program to get your discounted ticket prices before October 20 and/or to order your free ticket to Build Boston

▲ Third, register now for the BSA/Build Boston Banquet on November 16 so you are not left without a seat. You can use the registration form in the Build Boston program to register for the Banquet.

Having done these things, you then can devote a little time to the extensive workshop descriptions to make sure that you have registered for everything of importance to you and to your firm. Here are some of the more than 350 workshop leaders you have access to at Build Boston:



Richard "Rip" Cross, President of AGC, on project-delivery alternatives (workshop 301)



BRA Deputy Director Homer Russell on urban design (workshop 245)



Eric Teicholz on computer-aided facility management (workshops 113 & 205)

photo: Koby Antupit



Dr. Deborah Kearney on OSHA and ergonomics for facility managers and designers (workshop 347)

Urban designer and developer Ed Logue on the contributions of Award of Honor recipient of Carl Koch FAIA (event 360)



Shepley Bulfinch Ricardson and Abbott's Tim Twomey AIA, Esq. on design/build (workshop 121)



David Soleau AIA, Senior Associate at Earl R. Flansburgh + Associates, on partnering (workshop 260)



Danielle LaMarre, President of the Society of Women Engineers, on practice and career development (workshop 250)



HNTB's Don Grinberg AIA on design/build (workshop 141)



U.S. Department of Justice official Ellen Harland on universal design and historic preservation (workshop 348)

Shawmut Design & Construction's Jim Marsh on partnering (workshop 260)



Beacon Construction's Henry Irwig on the impact of utility deregulation on the building industry (workshop 168)



Connecticut design consultant and educator Mary Jo Peterson on universal design products for kitchens, baths, and offices (workshop 313)





Stubbins Associates' principal Scott Simpson AIA on organizing for competitive advantage (workshop 122)

Construction-management wizard Frank Mead AIA on project-delivery alternatives (workshops 101 & 201)



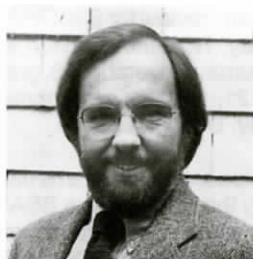
photo: Fay Foto

Martha Ondras AIA, co-designer of Build Boston's "Project Delivery Alternatives" symposium (pp. 12 & 13 of the Build Boston program)



photo: Thomas Lingner

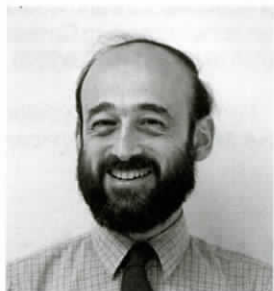
Designer and wayfinding specialist Coco Raynes on universal design solutions for signage and communication (workshop 266)



Hill & Barlow partner Chris Noble, Esq. on project management and partnering (workshops 101 & 221)



Cannon's Debi Lacey McDonald AIA on practice and career development (workshop 250)

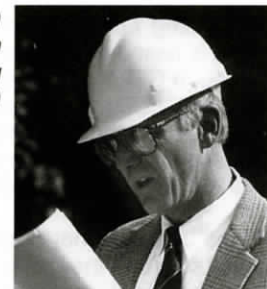


Jeffrey Berg AIA designed and administers the Build Boston symposium on "Lighting Design & Lighting Sources" (see pp. 18 & 19 of the Build Boston program)



Jessica Lipnack and Jeffrey Stamps, authors of The Age of the Network, on networks as organizing principles (workshops 236-P & 252-P)

Lindsay (Peter) White on partnering (workshop 241)



Bergmeyer Associates' Joseph Nevin on retail lighting (workshop 340)



photo: Eric Roth Studio



New Jersey management consultant Andrew J. Gateri-ewicz on small-firm marketing (workshop 264-P)



Lighting designer Chris Ripman on universal design lighting issues and retail lighting (workshops 332 & 340)

Build Boston/November 14, 15, & 16

For more information on these and all the other Build Boston workshops or for a copy of the complete program, call 800-544-1898.
For information on exhibit booth rentals at Build Boston, call 800-544-1898 as well.

Management consultant Paul Nakazawa AIA on organizing for competitive advantage and project-delivery alternatives (workshop 122)



Consider the up-side of downsizing

The June 1995 issue of *Progressive Architecture* included an article – “Faces of a Downsized Profession” – which discussed the approach many design firms are taking to meet fluctuating staffing needs. An increasing number of firms is heeding the advice of management specialists to retain a lean core staff of employees and to augment this staff as needed with consultants who work on a project-by-project basis.

Do to the difficulty of predicting the long-term demand for architectural services, many firms are adopting the flex-core concept of hiring consultants to supplement their permanent staff. Firms also have begun to incorporate unanticipated workloads in their budgets by allocating for consultants' hours during the budgeting process. If a firm needs help on short notice – for CAD drafting, detailing, or design – it can call on a variety of professional placement services including the Boston office of Consulting For Architects, the specialized service brought to Boston by the BSA over five years ago.

Consulting For Architects, now in its 11th year, is based on the flex-core concept and, although CFA's services have expanded to include CADD training and computer technical services, the demand for project-based help continues to be very high. . . CFA has worked with over 145 Boston firms.

Firms often are not prepared to hire additional staff until they have secured a contract with the client, at which point there is an immediate need for help. While attempting to hire an employee can be a time-consuming and risky practice, consultants can be available immediately and require minimal start-up time.

As noted in the *P/A* article, architects working on a consulting basis find certain professional advantages in doing so. Many architects are leaving the permanent workforce for a period of one to two years in order to gain experience on a number of different project types with a range of firms while remaining open to finding the perfect long-term situation. Consulting also allows architects to pursue clients and projects on their own.

Mara Prelack, Associate AIA

Ed. note: Prelack, an intern-architect who works with Consulting For Architects, may be reached at CFA (617-261-0090).

Prepare for the December A.R.E. now

The BAC and the BSA cosponsor an Architectural Registration Examination (A.R.E.) preparation program for the December exam on Divisions B and C (Site Design Graphic and Building Design). The Building Design Preparation course begins with an intensive one-day review on Saturday, October 28. The Building Design mock exam is scheduled for Saturday, November 11 with a grading session on the evening of November 14. A *post-mortem* review session is offered on Saturday, December 2.

The intensive one-day review for Site Design Graphic is Saturday, November 4 with the mock exam on Saturday November 18, grading on November 21, and the *post-mortem* review on Saturday, December 2.

These review session and mock exams have been developed by the BAC and the BSA to provide designers seeking registration with the most up-to-date information about the A.R.E. For more information or to register for these courses and the mock exams, call Mary Cabral at the BAC (617-536-3170x216). **The registration deadline for both mock exams is October 20.** BSA members receive a discount for all BAC/BSA refresher courses.

The BAC library has copies of the Architectural Licensing Seminars Study Books and Ballast's Guides as well as the NCARB study booklets. Call the BAC Library at 617-536-9018 for details.

Finally, the BSA will connect you with others preparing for the exam. If you are interested in forming study groups or working on design problems together, call me at the BSA (617-951-1433x228).

*Penny Mitchell, Director
BSA Membership Services*

Sole practitioners and small firms. . . listen up !

If making your practice more profitable is of interest to you, you may wish to check out a Build Boston symposium on small firms developed by small-firm principals just for you. The symposium includes nine individual workshops focusing on small-project documents, specs for small projects, residential design, CADD and the small firm, guerrilla marketing, selling your services, universal design products, lighting design, and permanent wood foundations. Register before October 20. Questions ? Call 800-544-1898.

Architecture Career Day is October 21

The BSA's YouthVisions Committee hosts the annual Career Day in Architecture as a free and open opportunity for high-school students and others considering a career in architecture to learn about the profession from leading architects and other designers and to meet with representatives of two dozen schools of architecture in North America.

Held in Harvard's Gund Hall, Career Day attracts over 300 high-school students, their parents, teachers, and guidance counselors throughout New England. Workshops cover such topics as financing an architectural education, computer-aided design, milestones in the training of an architect, alternative careers for architects, and current issues in the profession.

If you are interested in leading a workshop or assisting at Career Day on Saturday, October 21, please call YouthVisions Committee Co-Chair Kay Barned-Smith AIA now at 617-547-0100.

If you know a high-school student or anyone considering a career in architecture and would like more information about attending Career Day, call me at the BSA (617-951-1433x228).

*Penny Mitchell, Director
BSA Membership Services*

Yes, there is a free lunch

The BSA Board of Directors has done everything possible to remove financial and other obstacles for those who wish to attend Build Boston and the extensive workshop program. . . There is no general registration fee, we have scheduled more sessions in the early evening so you do not lose time at the office, and again we moved the entire event up a day so it ends on Thursday enabling all of us to spend Friday back in the office.

In addition, we provide a special option to register for Build Boston workshops at no cost at all. The way to do that is by choosing the option that we call “sweat equity registration.” Simply put, you give us a little time as a volunteer at Build Boston and we'll give you access to Build Boston workshops at no charge. For details, call Nancy Jenner at the BSA at 617-951-1433x227.

*Elizabeth S. Padjen FAIA
President*

The *Globe* wants your work

Robert Campbell FAIA, architect/critic/reporter for *The Boston Globe* and numerous other publications, is seeking houses and residential rehabs for occasional features in the "Home" section of the *Globe*. Work submitted should be unusual in some problem-solving way—site, program, client, etc.—and should be located in the greater Boston area (but, ideally, not in Cambridge). Do not call; simply mail material to Campbell at 54 Antrim St., Cambridge 02139 or fax it to 617-576-4784.

Are architects, specifiers, engineers, or interior designers your customers?

If you are a building industry manufacturer, supplier, distributor, vendor, or other professional seeking to sell products or services to architects, specifiers, engineers, interior designers, landscape architects, and other building industry users, join us for the 11th-anniversary edition of Build Boston, the U.S. design and construction industry convention and tradeshow in November that has earned an exceptional reputation for its effectiveness as a marketplace of products and ideas. Call the BSA/Build Boston marketing team at 617-951-1433x301.

This is not Letterman

Here are answers to the top 10 questions most frequently asked about Build Boston:

• **When is it?** November 14-16, 1995; workshops run from 8 am to 8 pm and the exhibit hall is open noon to 7 pm each day.

• **What's the theme?** There are 10 primary themes, all of which are embodied in symposiums focusing on lighting design, project delivery, managing small firms, the future of the profession, marketing and business development, sustainable design, universal design, international work, engineering, and facility management.

• **Why am I receiving multiple copies of the Build Boston program?** Because the program is being mailed to members and others on the mailing lists of over three dozen New England building industry associations... so you are probably on more than one list and it is less expensive to mail you two copies of the program than it is to search for and eliminate duplicate labels among the 100,000 labels we use.

• **When are the social events?** Each evening from 5 pm to 7 pm there is a cocktail party on the exhibit floor for anyone and everyone. Join us... the food is free.

• **Why don't we provide audiotapes of the workshops?** Because it is too expensive... we tried it for two or three years and never sold more than a handful of tapes.

• **How can I register?** Call 800-544-1898 and you can do it over the phone.

• **Why should I go to Build Boston?** To improve your practice, increase your profits, learn how to find clients, get ahead of your competitors, get out of the office, see new products available in the building industry, see your friends, become more sophisticated, lose weight, grow, and enjoy the social events.

• **Why do we schedule your favorite workshops at the same time?** Wanton cruelty.

The price is right

There is **no general registration fee** for Build Boston this year as we celebrate our 11th anniversary. The BSA's intent is to make Build Boston financially accessible to everyone at every staff level. Here's how it works:

▲ You can go to any workshop or other event for the price of that event only—there are no additional convention fees, registration fees, or entry fees. It's a good deal, the best in the country. Use the Build Boston registration form now and save additional money by beating the October 20 discount deadline.

▲ You can come free. To take advantage of the extensive product and service exhibits, just check the "exhibit only" line on the Build Boston registration form and send it in before October 20... or complete and return the free ticket inserted in this issue of the ChapterLetter. Send no money.

▲ You can go to most Build Boston workshops free simply by volunteering to help on site during Build Boston. Interested? Call Nancy Jenner at 617-951-1433x227.

The only way we could make it financially easier for you to attend Build Boston would be to pick you up in the BSA limo... but that would be a stretch.

AIA Documents
617-951-1433x221

Crissman and Mead appointed to DSB

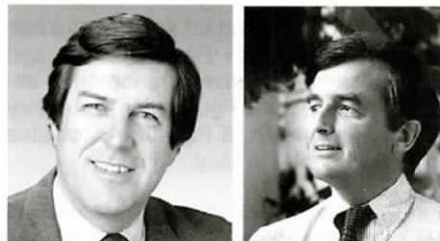


photo: Fay Foto

Governor Weld has appointed two new BSA/AIA Massachusetts nominees to serve on the Commonwealth's Designer Selection Board.

James H. Crissman FAIA (above right) and Frank Mead AIA (above left) are the two new appointees and both have taken office as we go to press. Crissman manages his own consulting firm that provides architectural advisory services to institutions and organizations of all types; he also serves as a consultant to Harvard's Graduate School of Design. Mead is the Principal of Mead Consulting, an architecture firm that provides construction-management services.

Taking care of business: BSA annual membership meeting is November 16

The BSA Board of Directors has scheduled the annual members' business meeting at 4:30 pm, Thursday, November 16 (which is immediately prior to the annual BSA Banquet at Build Boston).

During the annual business meeting, BSA members vote on the proposed budget for FY1996, the Harleston Parker Jury's recommendation for the 1995 award, proposed by-law changes, and other BSA business issues.

Included in the business meeting is the 12-minute videotape titled "Legal Hardhat Required," the fascinating talkie that clearly and succinctly identifies antitrust do's and don'ts for architects under the U.S. Department of Justice Consent Decree.

To register for the business meeting (no charge, of course), BSA members should complete and return section three of the registration form on p. 45 of the Build Boston program... or call 800-544-1898 to register by phone (it is event #345).

Payette donates \$90,000 in Rowan's memory

The Boston Foundation for Architecture has announced that Tom Payette FAIA and Payette Associates have contributed in excess of \$90,000 to the Foundation in memory of Dave Rowan AIA, a Payette Associates principal who died in May.

"Tom Payette individually and his firm both were part of the extraordinary consortium of design firms and allies who provided much of the financial backing for the purchase of The Architects Building," noted Foundation Chair Robert Brannen FAIA, "and they have decided to assign that financial interest to the Foundation in Dave Rowan's name. It is an extraordinary act of support for the Foundation as we embark on our \$1 million fundraising campaign for 1995-1996."

Brannen also noted that the Payette contributions already have been augmented by other donations in Dave Rowan's memory including generous gifts from:

BIOGEN/James L. Vincent
Bruce F. Carmichael
Bill Cavanaugh
Peter Coxe Associates
Goody, Clancy & Associates
Haley & Aldrich
Shooshanian Engineering Associates
Simpson Gumpertz & Heger
Robert W. Sullivan Consulting Engineers
Venturi, Scott Brown & Associates

Brannen also reported recently that the loss of two other colleagues, Robert M. Wood, Jr. AIA and James Lawrence FAIA, also have been marked by their friends and colleagues with donations to the Foundation. The Charrette Corporation made a donation specifically in memory of Robert Wood and the following gifts were received in memory in James Lawrence:

Nile L. Albright, M.D.
Mae Capobianco
Charrette Corporation
Carol R. Johnson Associates
James H. Crissman FAIA
Mary "Wingie" Finnigan
Nancy Goodwin AIA & Anthony Carter Platt AIA
Anne A. Hawley & Bruce I. McPherson
Dr. & Mrs. Arthur McL. Hildreth
John S. & Francis H. Howe
The Investment Resource Group/William J. Poorvu
Peggy Kelley
Mr. & Mrs. William B. Osgood
Payette Associates
Louise C. Reimer
Elizabeth L. Schmid

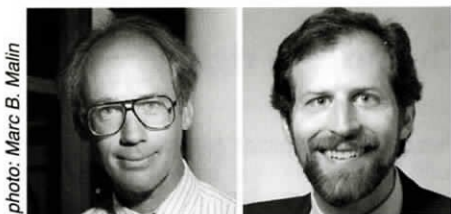
In addition, generous donations to the Foundation have included those from:

Charrette Corporation
Cole & Goyette
The Doran Family Charitable Trust
The Druker Company
Nancy Goodwin AIA & Anthony Carter Platt FAIA
Joan E. Goody FAIA
Leers, Weinzapfel Associates
McKinsey & Company

For information on the Foundation's current fund-raising campaign, call me at 617-577-9600.

*Peter Madsen FAIA, Chair
Foundation Development Committee*

Vote now !



Steven Foote FAIA (above left) and Roger Goldstein FAIA (above right) head this year's slate of candidates seeking election to the BSA Board of Directors.

Foote and Goldstein, of Perry Dean Rogers & Partners and Goody, Clancy & Associates, respectively, are running for BSA Vice-President/President-elect. The winner serves as Vice-President in 1996 and assumes the Presidency in 1997.

Also seeking seats on the BSA Board this year are Randy Jones AIA (CityDesign), Hubert Murray AIA (Wallace, Floyd, Associates), Peter Kuttner AIA (Cambridge Seven), George Marsh AIA (Payette Associates), Arthur Cohen AIA (ARC), Erik Mollo-Christensen AIA (Tsoi/Kobus), Jim Batchelor AIA (Arrowstreet), Missy Sittler AIA (Abacus Architects), and George Bachrach, Esq. (Brown Rudnick Freed & Gesmer).

The ballot also includes these candidates for five elective BSA committees and delegations (the Ethics Committee, the Honors & Awards Committee, the Membership Committee, the Nominating Committee and the BSA seat on the BSA Board of Directors of AIA Massachusetts): Kevin Benjamin, Steve Tucker AIA (Dean Tucker Shaw), Fiske Crowell AIA (Kallmann McKinnell & Wood), Ed Frenette AIA (Symmes Maini & McKee), Michael Gebhart AIA, Dusty Reeder FAIA

(ARC), Jim Dunn (Goody, Clancy), Miguel Gomez-Ibanez AIA (MGIA Architects), Ralph LeBeau (The LeBeau Company), Diane Georgopoulos AIA (Massachusetts Housing Finance Agency), Sam Norod AIA (Elkus/Manfredi), Peter Shaffer AIA (DiMella Shaffer & Associates), David Chilinski AIA (Prellwitz/Chilinski Associates), Fernando Domenech AIA (Domenech Hicks & Krockmalnic), Elizabeth S. Paden FAIA (Padjen Architects), Scott Simpson AIA (The Stubbins Associates), Phil Laird AIA (ARC), and Dan Perruzzi AIA (Margulies & Associates).

Ballots are mailed to all eligible BSA voters in October and the deadline for the return of the completed ballot is early November. Election results will be announced on November 16 at Build Boston during the BSA's annual business meeting (free to all members) and also during the Build Boston Banquet (not free) that same evening. Reserve your free or not-free ticket now by using the Build Boston registration form or calling 800-544-1898.

*Richard Green FAIA, Chair
BSA Nominating Committee*

BSA seeks greater diversity in the profession

Led by BSA Board Member Kirk Sykes AIA, the BSA Board of Directors has begun an effort to enhance the diversity of the profession in Boston. Complementing the national AIA efforts, the BSA effort is focusing on schoolchildren, young architects, and firm owners in an effort to make the profession more visible, more comprehensible, and more accessible to minorities. The effort will include marrying BSA programs to existing educational programs that focus on schoolchildren, enhancing efforts to broaden minority practices, developing scholarship and similar programs to underwrite the cost of Summer learning programs in architecture for schoolchildren, encouraging architecture firms to offer paid internships to minority high-school students, and seeking to host the national AIA's third annual diversity conference in 1996 in Boston.

To join the BSA Board of Directors in this effort, call Sykes at 617-451-3383 or Richard Fitzgerald at the BSA (617-951-1433x232).

Getting cozy with BSA Online

When you first log on to BSA Online using the proper "FirstClass" Windows or Macintosh software available from the BSA, you will see three primary functions—news, conferences, and, of course, your own e-mailbox.

News

Under "News" you will find among other things a calendar of events loosely based on the BSA ChapterLetter calendar—add your own event here!

E-Mailbox

You e-mailbox allows messages to be sent to you privately and you can send private mail to other users by addressing messages to them directly. To find addresses, pull-down menus listing users on the system are available, or you can enter a fragment of someone's name and the system will find it or present you with a list of users whose names contain that fragment.

Conferences

The conferences are the most popular area of BSA Online. A conference is like a public mailbox or bulletin board where anybody can post a message (just address it to the conference name rather than an individual) for anyone else who looks into that conference to read. Conferences generally have some theme, but it is not unusual for the discussion (which is really an accumulation of messages rather than a "chat"-type interactive discussion) to stray from the theme. Go ahead, post a message; everyone is pretty easy-going and nobody will mind if it's off the subject! Successions of messages with the same subject (sequential replies to the original message with that subject) develop into "threads" which can be reviewed before you make your contribution.

President's Fireside Chat

Probably the most active conference on BSA Online is the "President's Fireside Chat" hosted by BSA President Elizabeth Padjen FAIA. With the warmer weather there has been some debate on whether or not this should be more of a "barbecue chat" but, unseasonable though it may seem, this is one of the first things you will want to check out on your first electronic visit. Recent on-line exchanges have occurred on a wide variety of interesting subjects:

▲ Pending revisions to the state building code, including seismic restraint requirements; and projections for when and what the next edition might be. (There is a conference on codes... but the real dope always seems to show up at the Fireside Chat first. Just one of those on-line quirks!)

▲ Pros and cons of allowing clients to charge architectural services to a credit card... and maybe placing architects in home centers to offer advice on weekends.

▲ Time limits on liability for architects in Massachusetts, including some chapters and verses from the Massachusetts General Laws on the subject.

▲ What other architects were reading this Summer.

▲ The closing of TAC... many of the facts that we were all curious about appeared here sooner than in the papers.

▲ Compensation issues related to interns and Summer help—Initiated by a young intern who took appropriate exception to uncompensated internships.

Build Boston

At this year's Build Boston, members of the Online Policy Committee will be on hand for hands-on demos of BSA Online. We will be in the BSA booth and we'll have someone there all day long to help you try out the system and check into some of the conferences. Of course, you'll be able to walk away with a free copy of the software.

BSA Online and the BSA World Wide Web "Home Page"

Another active conference concerns the future of BSA Online itself. The conference is called "BSA BBS Online," and has included recent discussions of the pros and cons of a BSA "Home Page" and connection of BSA Online to a wider network of online tools serving other architects.

After our last policy committee meeting, Ric Bayly of Bayly Technology Consulting (an a/v and video consulting firm) agreed to sponsor the BSA on the Internet and is registering our WWW domain name. We agreed on 'architects' as the domain name and 'bsa' as the user name, so our home page address on the World Wide Web will be:

www.architects.org/-bsa/

The threads of all these discussions remain on BSA Online for anyone to check out... so dial up, log in, and sign on!... and if you can't figure out how, call Mara Frank at the BSA (617-951-1433x222) and she'll will guide you through the very simple process.

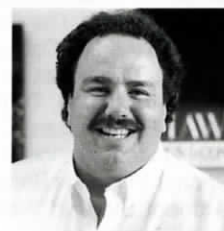
*Peter Kuttner AIA, Chair
BSA Online Policy Committee*

Advisory Council formed to strengthen BSA

Beacon Construction Company, Hill & Barlow (attorneys), and Shawmut Design & Construction are the inaugural members of the BSA's new Advisory Council.

The Council, conceived by former BSA Presidents Ed Tsoi FAIA and Elizabeth Ericson AIA, is envisioned by the BSA Board of Directors as a unique source of professional and financial support. Members of the Advisory Council not only provide significant annual financial support to the BSA, the members of the Council meet annually with the BSA Board and past presidents of the BSA to provide critiques, ideas, suggestions, and other sources of intellectual and professional advice intended to strengthen the BSA and, through it, the architectural profession.

"We have learned once again, if we ever forgot it, that among our most valuable sources of ideas and support are our allies in the building industry," noted Tsoi. "When I served as BSA President in 1994, I learned quickly how helpful our allies could be in efforts such as the future search conference on the Vineyard and the continuing efforts to re-define the profession of architecture."



As the roles of architects multiply, as the profession evolves, the BSA Board believes that regular analysis of and commentary on our profession by those outside the profession who know us best are invaluable. We believe the new Advisory Council will be a major resource in this regard just as it also serves as a major source of financial support to the BSA. It is a privilege to welcome our first group of Advisory Council members represented by Jim Becker (top left) of Beacon, Chris Noble (top right) of Hill & Barlow, and Jim Ansara (above) of Shawmut.

*Elizabeth S. Padjen FAIA
President*

Bricks

Do you want or have office space? The BSA maintains an information clearinghouse for architects seeking to sublet space from/to other industry professionals. If you want to share space, sublet, rent a drafting station, etc., call Richard Fitzgerald at 617-951-1433x232.

Local architectural historian Kimberly Shilland leapt to the rescue a few months ago when there was a danger that **TAC's archives** might be lost in legal battles following TAC's closing. Shilland negotiated a deal with the storage company holding the archives and then raised \$2,000 in 48 hours to help pay the storage bill and thus gain entrance to the TAC archives. The BSA contributed \$500 to the effort and Shilland and her colleagues are now seeking institutions capable of assuming care of the archives.

303 Congress Street, the award-winning office building (the one with the steel "X" on the green facade next to The Children's Museum), is sinking into the water. The reason, according to the engineers, seems to be that the trichloroaluminate in the pre-cast pilings was reacting with sulfates in the seawater and, as a result, the columns are disintegrating. The columns were manufactured by the now-defunct San-Vel Concrete Corp. of Littleton. If you used San-Vel in your projects, you may want to advise your clients that this would be a good time to check the condition of their own buildings.

Historic Massachusetts has published its list of what it considers Massachusetts' **most endangered resources**. The list includes Dudley Square and the Old Colony Railroad Bridge in Boston, Militia Lot in Charlton, Town Farm in Easthampton, Tomb Building at Edgell Grove in Framingham, Conant Ball Mill in Gardner, United Methodist Church in Nantucket, Shaker Village in Shirley, Grover Cronin Department Store in Waltham, and Station Mill in Williamstown.

"Preserving the Massachusetts Heritage: A Guide to Resources and referrals" is the title of a new reference book that lists over 70 preservation-related organizations and agencies, describes their programs and resources, contact people, and selected publications. This softcover guide may be ordered by mail for \$15.00 by sending your request with a check to Historic Massachusetts, Old City Hall, 45 School St., Boston 02108.

Solar Electric Buildings is the topic of a new element of the annual Northeast Sustainable Energy Association annual conference in the Spring. It is scheduled for March 4-6 and focuses on the International Energy

Agency's revolutionary program designed to replace conventional roof and wall components with photovoltaic solar cells that generate power. The conference also addresses near-term opportunities in the development and production of grid-scale renewable energy in the Northeastern U.S. For details, call 413-774-6051.



An architect claims to have three hands. Dallas Architect Greg Kent was travelling on business, both hands full of blueprints, a briefcase hung over his shoulder, and plane tickets hidden somewhere in his suit jacket when he came up with the idea for a new product he calls "The Third Hand" (above). It is a pocket-size hand-held carrier for large documents. It is adjustable up to a diameter of 9" and the Dallas architect is selling it for \$17.95. For more information, call or write GMK Industries, P.O. Box 729081-607, Dallas 75172; 214-692-6160; e-mail to A3rdHand@aol.com.

What is "sustainable design"? It is not magic... and it is not complicated. "A Checklist for Sustainable Architectural Design" is a useful, brief description of sustainable design concepts and how architects are incorporating sustainable design awareness into pre-design, schematic design, design development, construction documents, and every

other phase of the building process. A related item, the "Sustainable Offices Checklist," is a two-page guide for architects and others interested in making their own offices more sustainable by providing ideas on everything from re-using office supplies to how to save real money by adopting sustainable habits. For a copy of these two checklists (which come as a package and are only available by mail), AIA members in Massachusetts should send requests with a 32¢ SASE to SD Checklists, BSA, 52 Broad St., Boston 02109; non-members should include, along with the SASE, a \$5.00 handling fee payable to the BSA.

"Are we eating our young?" The relationship of recent architecture graduates and interns to the profession is the issue of three articles and reprints available from the BSA: a July 1994 article in *P/A* titled "Are we eating our young?"; a May 1993 AIA Memo article titled "Interns and the law"; and an often-reprinted article by Boston attorney Carl Sapers titled "Intern Compensation." For a copy of this package (which is available only by mail), AIA members in Massachusetts should send requests with a 55¢ SASE to Intern Issues, BSA, 52 Broad St., Boston 02109; non-members should include, along with the SASE a \$5.00 handling fee payable to the BSA.

30 big reasons design offices succeed or fail. Management-consultant Fred A. Stitt offered a summary of "the best and worst practices of many hundreds of architectural firms of every size and type across the nation" in a recent issue of *Wisconsin Architect*, the magazine published by the Wisconsin AIA chapter. For a copy of this three-page



© 1995 Lee Lorenz

... and more Bricks

article (available only by mail), AIA members in Massachusetts should send requests with a 32¢ SASE to 30 Reasons, BSA, 52 Broad St., Boston 02109; non-members should include a \$10.00 handling fee payable to the BSA along with the SASE.

Frank Lloyd Wright is on CD ROM and it is available from the BSA. "The Frank Lloyd Wright Companion" is a new Prairie Multimedia CD-ROM aimed at a professional audience. It is based on William Allin Storrer's recent, encyclopedic book that updated his previous Wright catalogues. To use this PC-compatible CD-ROM, you need access to: a PC 486-33 (or higher) processor, 8 MB RAM, a hard disk, CD-ROM drive, a mouse, Microsoft Windows 3.1 or later. (A Macintosh version is scheduled for release later this year.) To order, use the Special Publications order form inserted in this issue of the ChapterLetter (it is item #126) or call the BSA at 617-951-1433x221 for another order form.

Australia for a year? An Australian architect is interested in swapping jobs with a Boston architect for a year or two. If you would like to explore this possibility of working in Australia, call Richard Fitzgerald at the BSA (617-951-1433x232).

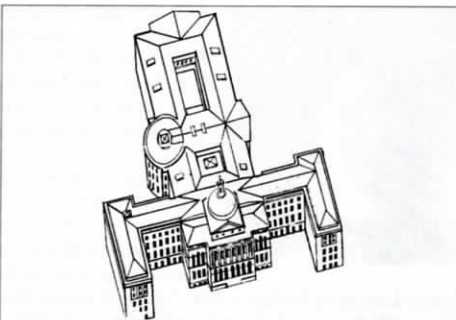
Do you want to reduce your BSA dues? The BSA Membership Committee, chaired by George E. Marsh, Jr. AIA, has come up with an opportunity to help every AIA and Associate AIA member save 50% of annual BSA individual membership dues and at the same time bring a colleague into the BSA (which will help further reduce your dues for many years). This new program is called "Member-Get-A-Member" and a full description of the program was included as an insert in the last issue of the ChapterLetter. For more information and a copy of last month's insert, call the BSA at 617-951-1433x221.

Are you violating the "independent contractor" law? A recent issue of "San Diego Architect," the newsletter of the AIA chapter in San Diego, included an article titled "20 Factors in Determining the Status of an Independent Contractor/Employee." This is one more helpful checklist you may want to make sure you've got in your file every time you negotiate a deal with a new employee or an independent contractor. For copies of this article (it's only available by mail), AIA members in Massachusetts should send a 32¢ SASE to Independent Contractors Article, BSA, 52 Broad St., Boston 02109; non-members should enclose, along with the 32¢ SASE, a \$10.00 handling fee payable to the BSA.

1995 design awards programs administered by the BSA, AIA New England, and the national AIA are summarized on a single, handy flyer available from the BSA. For copies, call 617-951-1433x221.

The Boston Civic Design Commission, which reviews major development proposals in Boston, regularly holds its public meetings on the first Tuesday of each month. All meetings are at 5:15 pm in the Piemonte Conference Room on the 5th floor of Boston City Hall; meetings are open to the public.

CODEWORD, the official publication of the Massachusetts State Board of Building Regulations and Standards (SBBRS), is available by subscription and on a single-issue basis from the BSA. For an annual subscription to CODEWORD, send your check or money-order payable to the BSA for \$125.00 (\$85.00 for BSA members) to the BSA, 52 Broad St., Boston 02109; MC/Visa/Amex subscriptions may be faxed to 617-951-0845 with subscriber's name, mailing address, daytime telephone number, fax number, the name printed on the credit card, credit-card number and expiration date, and the amount being charged to the credit card. If you do not wish to subscribe, the current issue of CODEWORD is available for \$12.00 (\$6.00 for BSA members); Massachusetts residents should add 5% sales tax to all orders. Questions? Call 617-951-1433x228.



This is a detail from the axonometric map available from the BSA. This is an extraordinary 36" x 50" lithographic, up-to-date b-&w wall map of Boston and its buildings; it's also available in a smaller 20"x26" edition. It is on display in the BSA office. Your own unframed copy is available now. Use the Special Publications order form inserted in this issue of the ChapterLetter; the map is Special Publication #110.

The "Sourcebook for Sustainable Design: A Guide to **Environmentally Responsible Materials and Processes**" has received national attention as an excellent guide for everyone in the building industry seeking to identify building products and materials that

do not damage the environment. The book is organized in **CSI's 16-division format** and includes overviews, specific manufacturers and distributors, etc. The book was researched, written, and edited by BSA member Andrew St. John AIA and produced by the BSA's Architects for Social Responsibility Committee. It is available from the BSA for \$25 (\$20 for BSA members); add \$3.00 for shipping and Massachusetts residents add \$1.25 sales tax. Use the Special Publications order form inserted in this issue of the ChapterLetter (it is item #87) or fax credit-card orders to 617-951-0845.

This is classified! For information on singles seeking singles, career services, consulting services, job information, space to lease, things to buy or sell, public work information, and many other things... see the Classified inserted in this issue.

BSA warm lines

Knowing the BSA extension numbers listed below for the antique BSA telephone system means you don't need to listen to the voice-mail answering machine message when you call the BSA at 617-951-1433 or 800-662-1235. You also can skip the personal message on each extension simply by whacking the "*" key when the personal message begins.

Services & Programs

Architects referrals service	221
AIA Documents & other publications	221
BSA meetings/events RSVPs & reg.	221
Classified ads & ad inserts	222
Membership & dues	228
Accounting	235
Build Boston workshops	232
Build Boston exhibit sales	301
BSA Design Tour to Japan	221
Architects Building Exhibit Gallery	225
Marketing consulting service	323
ChapterLetter editor	232
Boston Foundation for Architecture	232
AIA Massachusetts	232
Western Massachusetts AIA	225
ASAP	225
All other services/programs	221

Full-time staff

Cynthia Elliott	221
Richard Fitzgerald	232
Mara Frank	222
Penny Mitchell	228
Karen Mogan	235

Part-time staff

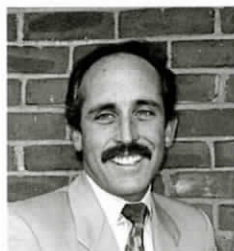
Nancy Jenner (Tu, Th, Fri)	227
Alexandra Lee (M-Th)	225

Fame



Kathy Born AIA (left) has announced that she is running for re-election to the Cambridge City Council, whose agenda in the last two years has focused on urban design and planning issues; Born needs your help (617-491-BORN) and also

urges other architects to run for political office. . . The Interfaith Forum on Religion, Art & Architecture this year has honored **The Office of Michael Rosenfeld** with three awards for the firm's design of St. Thomas Episcopal Church and Day School in New Haven, the new Congregation Kerem Shalom synagogue in Concord, and (with Diane Palley) the Memorial for the Congregation Kerem Shalom. . . **Artios Associates** has moved from Quincy Center to Boston; the new address is 354 Congress St., Boston 02210 (617-292-0220). . . The Whanki Museum designed by **Kyu Sung Woo Architect** (formerly Woo & Williams) is the focus of a lengthy article in the June issue of "Architecture and Urbanism" (A+U); the firm also reports that The Woo House in Cambridge will be included in *The New American House* published by the Whitney Library of Design. . . **Symmes Maini & McKee** has announced that **Greg Downes AIA** has joined the firm as Senior Associate and Director of Architecture, A. Jay Obuchon has joined the firm as Director of Human Resources and Administration, Barbara L. Slater has joined the firm as an Associate and Director of Strategic Planning Resources, and David P. Solberg and Stefan D. Helgeson have joined the firm as Associates. . . **Sasaki Associates'** Richard Galehouse has been elected to the Boston Chapter of Lambda Alpha International, a Land Economics Fraternity formed to encourage the study of real estate and land economics. . . **Bruner/Cott** principal Tom Travers has been awarded an honorary membership at the BAC for his contributions to the school and its Board of Directors. . . **Jim Kantaros AIA** has joined the



architectural division of Gale Associates. . . **Olson Lewis Architects & Planners** has named **Arthur L. Dioli, Jr. AIA** (left) a partner in the firm, which now has a new name: **Olson Lewis & Dioli Architects & Planners**; the firm also reports that **Randy Lewis AIA** and **Bradley Shotola AIA** received the 1995 Preservation Award from the Charlestown Preservation Society for their firm's restoration of Building 75, an 1831 timber storage shed in the Charlestown Navy Yard converted to offices and biotech labs. . . The work of **Sheila Kennedy AIA** and **Frano Violich AIA** (see also p. 1) was exhibited recently in a special installation at RISD. . . **Mike McKinnell FAIA** is serving as a juror for the P/A Annual Awards Program. . . **David Fixler AIA**, Chairman of the BSA Harleston Parker Jury this year, appeared recently on "Culture Talk" on Channel 24 to discuss this awards program. . . **Dan Perruzzi AIA** has joined **Margulies and Associates**. . . **Ann**

Beha Associates has announced that **Betsy Sadidge AIA** and **Tobin Tracey AIA** have joined the firm as Associates; **Ann Beha AIA** and her husband (Robert Radloff) received Historic Massachusetts' Anne and Roger Webb Award for outstanding achievement in historic preservation and for sustaining cultural resources; partner **Pamela Hawkes AIA** was featured in a July edition of the television program "Chronicle" focusing on historic rooftops in Boston. . . **Prellwitz/Chilinski Architects** has changed its name to **Prellwitz/Chilinski Associates** in part, according to the firm, to recognize the appointment of two new firm principals: David Galler and Jim Van Sickle; and **Wendy Prellwitz AIA**, recently elected a member of the Cambridge Arts Council, is having a one-person show of her paintings at the Bromfield Gallery (107 South Street) in October. . . **Arrowstreet** has won a Silver Award in Environmental Design for its renovation of The Natick Mall in the IDEA 95 Award Competition sponsored by *Business Week Magazine* and the Industrial Designers Society of America. . . **Robert J. Schaeffner, Jr. AIA** has been named a Principal at **Payette Associates**; the firm also has named two new Senior Associates, **J. Matthew Leslie AIA** and **Kevin B. Sullivan AIA**; and also has named five new Associates: **Leon Auviel AIA**, **David Feth AIA**, **Scott Payette AIA**, **Elaine Scales AIA**, and **J. Christopher Martin**. . . **Leers Weinzapfel Associates** has named four new Senior Architects: **Alex Adkins AIA**, **Mark Armstrong AIA**, **Stephanie Mashek AIA**, and **Karen Swett AIA**. . . **Thomas Lee Sheaffer AIA** has joined **George A. Roman & Associates** as Senior Associate and Anthony Morra has joined the firm as Project Architect. . . **Robert Campbell FAIA** is serving as



a juror for the Maine AIA Design Awards Program. . . **Martha Rothman FAIA** (left) has been honored by the Greater Boston Chamber of Commerce with one of the Chamber's first annual "Women of Excellence" awards. . . **Wallace, Floyd, Associates** has named nine new principals: **Leonard Bertaux AIA**, **David Burson AIA**, **Doug McCallum AIA**, **Hubert Murray AIA**, **RIBA**, **Deneen Crosby ASLA**, **Deborah Poody**, **James Purdy**, **Carole Schlessinger**, and **Skip Smalridge**; founding Principals **David Wallace FAIA** and **Peter Floyd** will continue to serve as consultants to the firm. . . **SMPS** has presented its 1995 Annual Marketing and Communications Awards to **TRO** (two awards for P.R. and for the use of alternative media), **Graham Gund Architects** (for direct mail), **Wallace, Floyd, Associates** (for newsletters), **Shepley Bulfinch Richardson and Abbott** (for special events publicity), and **Payette Associates** (also for special events publicity). . . The 7/95 issue of *P/A* includes a delightful profile of **Sally Harkness FAIA** and also features the work of **William Rawn Associates** (the pedestrian bridge in Rochester designed with LaBella Associates). . . **Banker & Tradesman** recently published an analysis by Philip Arcidi of **Kallmann McKinnell & Wood's** Boston City Hall design. . . In recent

James Ballou AIA died at 74 in August. Ballou, who attended the BAC and MIT, worked with Tad Stahl on the restoration of Faneuil Hall Marketplace and also worked on numerous historic sites and residences in New England.

*

Robert M. Wood Jr., AIA died at 41 in June. He was a principal at Bergmeyer Associates and previously had worked with Architectural Resources Cambridge, Kallmann McKinnell & Wood, and also managed his own firm, Robert M. Wood Architects, for many years.

issues of *The Boston Globe*, **Robert Campbell FAIA** writes on the residential design work of **Keith Moskow AIA** and also offers an interesting piece on Christo's wrap of the Reichstag. . . Also in recent issues, the *Globe* has profiled **Peter Chermayeff FAIA's** Cambridge Seven aquarium subsidiary (Idea, Inc), **Elkus/Manfredi Architects**, **Ben Thompson FAIA**, and published op-ed pieces on the urban ring by **George Thrush AIA** and two pieces on the megaplex by **Geoff Wooding AIA** and by **Webb Nichols AIA**.

New Work — Barrientos & Associates is working on the MWRA Wachusett Water-Filtration Plant in Marlborough, the Nut Island Sewer Headworks, the Deer Island Power and Utility Plant, the Wachusett Interim Corrosion Control Facility, and is providing architectural services for the I-90 South Boston Interchange on the Central Artery Project. . . **The Architectural Team** has completed work on assisted-living facilities at Norumbega Point in Weston (for Mass-ALFA), Marland Place in Andover (for MB Properties), Woodholme Commons in Maryland (for Assisted Living in America), and Cadbury Commons in Cambridge (for CJK Enterprises); the firm also has completed work on Whitney Place in Natick (a nursing and assisted-living facility for The Salmon Group) and Monsignor Nagle Apartments in Malden (senior housing for The Catholic Archdiocese of Boston). . . **Prellwitz/Chilinski Associates** is providing planning services for City Hall Plaza in Boston, retail design for eight major airports around the country, a new 44-unit retirement community in Rhode Island, renovations to the Massachusetts Bar Association HQ in Boston, design services for The Spence Center (a women's medical facility) in Harvard Square, and Springfield Town Center (a retail/entertainment complex). . . **ADD Inc** is designing several back-up child-care centers in Chicago, San Francisco, and Los Angeles for Children First Inc. . . **Gorman Richardson Architects** is converting a Victorian home in Worcester into housing for low-income homeless mothers and their children. . . **Bruner/Cott & Associates** is designing the renovation of an existing commercial facility it will convert into a Bagels & Beans restaurant/cafe in Attleboro. . . **TRO/The Ritchie Organization** has been chosen as one of three firms to participate in a conceptual design competition for two new medical centers in Korea. . . **Leers Weinzapfel Associates** has completed work on the new HQ for the Combined Jewish Philanthropies of Greater Boston in the Financial District, new offices for The Electronic Frontier Foundation in Cambridge, and the "studio of the

... and more Fame

future" for MIT. . . **Ann Beha Associates** is doing the repair and restoration program for the Boston Opera House, a residence at 124 Federal Street in Salem (which will be featured on the television program "This Old House"), and the exterior building assessment and window design project at The Cloisters in Manhattan; the firm has completed work on the restoration of Jordan Hall in Boston the expansion and renovation of the Currier Gallery in New Hampshire, the renovations and additions to the Nantucket Atheneum, the restoration and expansion of St. John's Episcopal Church in West Hartford, the restoration of the Roycroft Inn in Buffalo, and the new Matt Cole Center for Environmental Studies at Williams College. . . **Cambridge Seven Associates**, has designed the new Center for Math and Computing for Carleton College in Minnesota. . . **DiMella Shaffer Associates** has completed work on a new assisted-living facility (formerly a nursing school) at Youville Hospital in Cambridge, renovations at the New England Eye Institute, and expansions/renovations at Bowne of Boston's corporate HQ. . . **Sasaki Associates** has completed work on the Charleston Visitors Reception and Transportation Center in South Carolina and the renovation of the Boston Common; the firm is also working on the Shareholder Services Center for Scudder Stevens & Clark in Norwell, a reuse plan for the Calverton Air Facility on Long Island, comprehensive signage standards for downtown Cleveland, conceptual designs for several projects at Chicago State University, a theater study for Belmont Hill School, a four-season mountain resort plan in Korea, and a national training center for the Defense Financing and Accounting Services of the Department of Defence in a former mill complex in Southbridge. . . **SBA/Steffian Bradley Associates** has completed work on the Revere Community Health Center and the interior fit-out of an ambulatory surgery center at the PARC Building in Waltham and is currently designing a satellite center for MGH in Chelsea.



News of Corporate Affiliates - Bill Rizzo (left), of Rizzo Associates, has been elected President of the **American Consulting Engineers Council (ACEC)** of New England. . . **Haley & Aldrich** has opened a new office near Los Angeles in Brea, the firm's

10th U.S. office; the firm also has announced that Raymond Henn has been named the new Director of Construction Services. . . **Shawmut Design and Construction** has announced that Michael Matthews (left) has joined the firm as Director of Administration; the firm also recently completed the second-phase renovation project at the Codman Square Health Center (the architect is Miller Dyer Spears). . . **William A. Berry & Son** is completing a facilities survey for the Aroostook Medical Center in Maine (Taylor & Partners is the Architect), is in the masterplan



phase at Governor Dummer Academy (Perry Dean Rogers & Partners is the architect), is doing phase II renovations for Brigham and Women's Hospital Emergency Department (Tsou/Kobus & Associates is the architect), and is working at Exeter Hospital in New Hampshire, Simmons College, Dana Farber, and Harvard Business School. . . **Richard White Sons** is working on the Humanities Building and Student Center at Boston College (Tsou/Kobus is the architect), the FXB Research Laboratory for the Harvard School of Public Health (Payette Associates is the architect), the Medical/Surgical/Pediatrics Suites renovations at St. Ann's Hospital of Fall River (TRO is the architect), and the Sleeper Hall Locker Room renovations for B.U. (Cannon is the architect). . . **Souza, True and Partners'** David Brosnan has published a paper on the "Effective Width of Composite L-Beams in Buildings" in the AISC Engineering Journal; and the firm recently completed work on the additions to the Tang Center and the new pedestrian bridge linking buildings E40 and E51 at MIT (Ellenzweig Associates is the architect). . . Buzz Constable has been elected President of the **Metropolitan Area Planning Council**. . . **Suffolk Construction** is working on the Springhouse Retirement Community (TRO is the architect), the Norton Museum in Florida (Centerbrook is the architect), Hancock Park Nursing and Living Center (Richard H. Heym Associates is the architect), the Boston Police HQ (Stull and Lee is the architect) and Terminal E at Logan. . . **Elaine Construction Company** has completed work on the new corporate HQ for Benchmarking Partners in Cambridge (ADD Inc is the architect) and Data General's new executive area in Westboro (CBT is the architect); the firm also has announced that James Forrester has joined the project-management team. . . Richard "Rip" Cross (left) of E.J. Cross Inc. in Worcester has been elected President of the **Associated General Contractors (AGC)** of Massachusetts; AGC's Executive Director, Robert Petrucelli, has been elected Chairman of the Board of the New England Society of Association Executives. . . Cambridge sculptor **Frances G. Pratt** recently installed a six-foot garden sculpture ("Nautical Lilt") at a home in South Dartmouth and a five-foot sculpture ("Starflower") in the garden of a home in Cambridge. . . The Society for Marketing Professional Services (SMPS) Annual Marketing and Communications Awards have been conferred on the **George B.H. Macomber Company** (for direct mail), **Whitman & Howard** (for special events publicity), and **Suffolk Construction** (for a special marketing brochure); **Whitman & Howard** also was honored by SMPS for "Best of Show"; **Hill & Barlow's** Chris Noble served as a juror. . . **Blackridge Ltd.** principals Jean Valence and Phil Valence led two of the most popular marketing workshops at the AIA Convention in Atlanta a few months ago. . . **A.J. Martini Inc.** is working on an ambulatory surgery center at the PARC Building in Waltham (SBA/Steffian Bradley Associates is the architect). . . And BSA President Elizabeth S. Padjen FAIA is privileged to welcome

these new Corporate Affiliate Members to the BSA: **Canadian Wood Council**, **Diversified Environmental Corporation**, **GPI Models**, **Microdesk of New England**, **Roto Frank of America**, and **Wood Window Resource**. . . For information on Corporate Affiliate Membership, call 617-951-1433x221.



these new Corporate Affiliate Members to the BSA: **Canadian Wood Council**, **Diversified Environmental Corporation**, **GPI Models**, **Microdesk of New England**, **Roto Frank of America**, and **Wood Window Resource**. . . For information on Corporate Affiliate Membership, call 617-951-1433x221.

these new Corporate Affiliate Members to the BSA: **Canadian Wood Council**, **Diversified Environmental Corporation**, **GPI Models**, **Microdesk of New England**, **Roto Frank of America**, and **Wood Window Resource**. . . For information on Corporate Affiliate Membership, call 617-951-1433x221.

Lusting for curators

The BSA runs a year-'round series of design and design-related exhibits in The Architects Building and is seeking one or more volunteer curators to help the Exhibits Committee design and install these exhibits. . . If this sounds interesting to you (it's fun and takes very little time), call exhibits coordinator Alexandra Lee at 617-951-1433x225.

The ChapterLetter

The BSA ChapterLetter is published bimonthly by the Boston Society of Architects, 52 Broad St., Boston 02109-4301. The ChapterLetter is a service provided by AIA members in Massachusetts to the profession, the public, and everyone else with a sense of humor or an interest in 20th-century America. (For out-of-state subscription information, call 617-951-1433x228/fax: 617-951-0845.) The BSA is a non-profit, membership service organization and has been an advocate of architectural excellence and public awareness of architecture since 1867.



Letters to the editor, suggestions, criticism, encouragement, and manifestations of the light touch are welcome. Typed, double-spaced material intended for publication must reach the BSA by the deadline dates listed on page 1; Mac diskettes (accompanying hard copy in excess of 250 words) are appreciated. Appropriate submissions are edited and published as space, temperament, and prejudices permit.

© 1995 Boston Society of Architects

President Elizabeth S. Padjen FAIA
Vice-President Leland D. Cott FAIA
Treasurer Paul Nakazawa AIA
Secretary Jane Weinzapfel FAIA

Editor Richard Fitzgerald
Art Director Stephanie Jones-Bramble

Opportunities

Competitions/Awards/Grants—Annual BSA International **Unbuilt Architecture** Design Awards Program; 9/26 deadline; 617-951-1433x221. . . Annual BSA **Urban Design** Awards Program; 9/30 deadline; 617-951-1433x221. . . Annual BSA **Honor Awards** Design Program; 10/2 deadline; 617-951-1433x221. . . **Greek marble** design competition; 12/31 deadline; 212-751-2404 (Dimitrios Michas) or 800-473-3562. . . **Annual P/A Awards**; 9/8 deadline; P/A 600 Summer St., Stamford CT 06901. . . American Wood Council **Wood Design** Award Program; 10/6 deadline; 202-463-2769. . . National **Lighting Awards** Program; 10/13 deadline; 202-457-8437. . . **Concrete Reinforcing Steel** design awards competition; 10/27 deadline; 708-517-1200. . . **XXXIX** Competition ("39 best projects by the 39 best architects in the world under or at the age of 39"); 12/31 deadline; 213-296-6226 (THE END). . . **Architectural photography** competition and exhibit open to everyone; 10/20 deadline; 510-527-3899 (Helene Vilett AIA, Oakland Museum). . . **Gypsum Board Design & Construction** awards competition; 12/31 deadline; 202-289-5440. . . **Landscape Architecture** design awards program; public landscapes (9/18 deadline) and residential design (10/2 deadline); 202-686-2752 (*Landscape Architecture* magazine). . . **Kitchen and Bath competitions**; 908-852-0033/fax 908-852-1695 (National Kitchen and Bath Assn.). . . **Loeb Fellowship** nominations; 617-495-9345 (Kersti Winny). . . Massachusetts Historical Commission **Preservation Awards**; 617-727-8470 (Leslie Sampou) for nomination forms. . . National Symposium on Healthcare Design Annual **Healthcare Environment Awards**; deadline unknown; 510-370-0345 (Debra Levin). . . A full schedule of BSA, AIA New England, & national AIA **design awards** programs is available from the BSA; 617-951-1433x221. . . **AIA Honors & Awards Programs** including the Gold Medal, Kemper Award, Whitney Young Citation, Honorary AIA Membership, Design Honor Awards, 25-Year Award, Urban Design Awards, AIA College of Fellows, Honorary Fellowship, Thomas Jefferson Awards for Public Architecture, Young Architects Citation, Library Building Awards, Institute Honors, Architecture Firm Award, Henry Bacon Medal, Topaz Medallion for Education, Brick in Architecture Awards, Interior Architecture Awards, Concrete Masonry Design Awards, Cedar Design Awards, etc.; deadlines vary; 617-951-1433x221 (ask for the 1995 Awards Schedule). . . **Minority/Disadvantaged** Scholarship Program; annual AIA/AAF Scholarships; 202-626-7511 (Mary Felber). . . **Aga Khan Award**, Program Procedures, 32 chemin des Crets-de-Pregny, CH-1218 Grand Saconnex, Geneva, Switzerland (\$500K in prizes; rolling deadlines). . . **Architectural Woodwork** Institute Awards Program (all bldg. types); rolling deadline; 703-222-1100 (Sharon Davoren). . . **AIAS student competitions**: programs & deadlines vary; 202-626-7472. . . **NIAE student competitions**; 212-924-7000. . . **Fulbright Grants** for architects and urban planners; 202-939-5401 or 202-686-7877. . . NEA design project grants & **individual grants/fellowships** (up to \$20K) for designers; 202-682-5437. . . For up-to-date **details on design competitions**, consider subscribing to "Deadlines", P.O.B. 3449, Alexandria VA 22302; 703-578-4918 (tel/fax) (\$26/yr. for 12 issues). . . The **MacDowell Colony** Residency for

architects; 603-924-3886 or 212-966-4860 for applications & deadlines. . . For details on the \$15,000 American Architectural Foundation Richard Morris Hunt Fellowship and numerous AIA-related **fellowships and scholarships** for minorities/disadvantaged individuals, professional degree candidates, health facilities design, research, and other purposes, including The RTKL Traveling Fellowship, call 202-626-7511.

Workshops/Conferences — **AIA New England Annual Meeting & Glorious Weekend**; 9/22-24, Northampton; 617-951-1433x221. . . 1995 Build Boston **11th Anniversary** Convention; 11/14-16; 617-951-1433x221. . . The BSA **Washington Street Charrette** Public Meeting; 9/20; 617-951-1433x221. . . BSA Annual **Architecture Career Day**; 10/21; 617-951-1433x221. . . Northeastern **Lumber Manufacturers** Association Convention; 9/21-24; Cape Cod; 207-829-6901. . . Northeast **Sustainable Energy** Association Annual Building Conference; 3/4-6; Boston; 413-774-6051. . . **Recycling** Council of Ontario Conference on waste management, risk analysis, reuse initiatives, green communities, etc.; 10/18-20; Toronto; 416-960-1025. . . Harper and Shuman's Annual **CFMS** Conference; 10/19-20; Boston; 617-492-4410. . . Urban Street **Tree-Planting** Symposium; 10/24; Boston; 617-247-1613 (BSLA). . . **Urban Waterfronts 13**; 10/19-21; Portland OR; 202-337-0356 (The Waterfront Center). . . Northeastern University Center for Continuing Education **Building Design and Management** courses; 617-320-8000. . . **Wentworth Institute of Technology** professional and continuing studies programs; 617-442-9010x446. . . **BAC continuing ed.** program; 617-536-3170. . . **GSD continuing ed.** program; 617-495-1680. . . Jewish Vocational Service career, **job-hunting** and related workshops; 617-965-7940. . . **Women's Educational and Industrial Union** career services workshops and other services on job-hunting and other career issues; 617-536-5657. . . MIT Center for **Real-Estate** Professional Development Courses; 617-253-4373. . . **"Managing for Sustainability: Making New Connections"**; lectures, workshops, and short courses in environmental management; Tufts Center for Environmental Management; 617-627-3486. . . P/A Conference on **New Directions in Architectural Practice**; 9/23, Washington DC; 203-348-7531.

Exhibits/Lectures/Tours — BSA **Monthly Lectures** (see p. 1). . . BSA Gallery **Exhibits** (see p. 1). . . Exhibit of **New England architects' work**; 11/14-16, Boston; 617-951-1433x221. . . BSA **"Dinner with the Designer"** at Sonesie (9/18) and Providence (10/24); 617-951-1433x221 for reservations. . . The British Council's **Architects' Study Tour to Northern Ireland**; 10/8-18; 202-898-4277 or 4275. . . RISD Exhibit on "Temporality in the **Art and Architecture of the Landscape**"; 11/10-11; RISD; 401-454-6282. . . **Architectural walking tours**; 617-367-2345 (Boston by Foot). . . **BAC** exhibit program; 617-536-3170. . . **Wentworth** exhibit & lecture programs; 617-442-9010. . . **Harvard GSD exhibits**; 617-495-4784. . . "By the People, For the People," a photo exhibition documenting the construction of the BPL's research library in Copley Square by **McKim, Mead & White**; throughout 1995 at the BPL; 617-536-

5400x281. . . "The Four Shapes of Boston," a slide-lecture on **Boston's architectural history** available to rent (with speaker); 617-367-2345. . . **Art & architecture tours** of the BPL; 617-536-5400x212. . . Wellesley College **Davis Museum** Architectural Tour; 10/1; 617-283-2034.

Other Opportunities—Robert Campbell FAIA would like to publish your **residential work** in the *Globe* (see p. 15). . . The **Masonry** Society is seeking presenters for its June 1996 annual conference at Notre Dame; 303-939-9700 for details. . . **UIA Barcelona 96 call for presentations**; 10/31 deadline for abstracts; UIA Barcelona 96, Placa Nova, 5, E 08002 Barcelona; tel. (34-3) 301 50 00; fax (34 3) 412 39 64. . . If you are an exceptional, outstanding, **rising architectural star** under age 30, Prof. Ernest Pintoff of USC wants to include you in his book on "future art"; 213-874-7227. . . Connecticut architect Neal Zimmerman AIA is writing a book on **home-office design** for John Wiley and Sons and is seeking projects for possible inclusion (workstations, apartment workspaces, or anything else you think is appropriate); submit inquiries to Zimmerman at 744 Trout Brook Drive, West Hartford CT 06119 (203-561-5756). . . Adaptive Environments is seeking examples of **"transparent universal design"** for a slide collection to be used in design schools in the U.S.; call 617-695-1225x30 for details. . . Duo Dickinson is seeking **residential design projects** for inclusion in his fifth book on *Innovative Architectural Details*; 203-245-0405 (Shirley Halstead). . . *idiotTEXT* design journal invites designers to submit **competition projects for publication**; 617-482-6958 (Jordan Williams). . . *Places*, the quarterly journal edited by **Donlyn Lyndon**, invites submissions of articles related to **sustainable design**; 718-399-6090 for details. . . The Aberdeen Group is seeking photos of fireplaces and chimneys for a new book on **fireplace design**; 708-543-0870 for details. . . The Central Artery/Tunnel Project is creating a **registry of artists** interested in working on the Artery; call 617-951-6329 (Artery Arts Program) for details. . . Viking Studio Books is publishing *The Complete Home Office: Planning Your Workspace for Maximum Efficiency* and would like to hear from BSA members who may wish to have their **new homes, additions, and renovations** included; call 619-793-1515 (Harriet Baker). . . The **Boston Museum of Science** is looking for professionals to teach problem-solving, computer applications, your favorite interdisciplinary topics, and a variety of other courses; call 617-589-0364 (Brent Jackson). . . *The Classicist*, the journal of the Institute for the Study of Classical Architecture, is seeking examples of work done in the **Classical manner** for publication; 212-570-7374. . . The **Hardwood** Manufacturers Association is seeing professional photography showing the use of solid U.S. hardwoods in furniture, flooring, kitchen cabinets, or decorative woodworking to illustrate in various publications the use of American hardwoods; call Susan Regan at 412-829-0770. . . Wentworth Institute is seeking constructive and compassionate architects to serve as **design critics**; call Herb Fremin at 617-442-9010x425. . . See a wide variety of paid & volunteer opportunities in the **"Classified"** listing inserted in this issue.

Letters

Isak Cavalic is an architect from Bosnia with over 20 years of experience developing building projects for schools, hospitals, factories, supermarkets, apartment complexes, office buildings, and sports complexes. He has been in this country for one year; his English is limited at this time but he is very personable and has a great attitude. He is seeking a paid or unpaid situation in which he can contribute his skills and experience while learning more English and industry terminology in this country. If you can use Isak, please call him at 617-389-7991 or write to him at 57 Hillside Ave., Everett MA 02149.

Phyllis Kay

Mass. Department of Employment and Training

Ed. note: Cavalic is currently a part-time volunteer in the BSA offices and may be reached through Mara Frank at the BSA (617-951-1433x222).

While attending a fund-raiser this Spring for YouthBuild Boston (YBB), I was pleasantly surprised to find our own David Lee FAIA sharing the podium with Liz Walker of WBZ/TV 4 as co-emcee. Over and above the pride of seeing David on the dias with Senator Kerry, Mayor Menino and numerous other luminaries, the many other architects in attendance were a tangible affirmation that the BSA will extend its influence to the very fabric of Boston for years to come.

For those unaware of YBB, it is a nationally recognized program offering unemployed youth an opportunity to rebuild their lives and their communi-

ties. Young people, ages 18 to 21, involved in this intensive year-long program renovate abandoned buildings in the inner city to create affordable housing. While learning many aspects of the building trades, these young people also get a second chance at their education. A rigorous back-to-basics academic program steers the trainees toward attaining their GED. YouthBuild Boston was selected this year to be one of Massachusetts' first charter schools and will award its 1996 graduates a high-school diploma. In June YBB opened the Wesley L. Green, Sr. House on Washington Street in Roxbury. This 5-story renovation provides a safe and stable environment for 14 homeless YBB trainees. Graduates from YBB leave with marketable skills. In just five years, YouthBuild Boston has become a national model for programs helping inner-city youth get an education, gain hope and self-confidence, and become economically self-reliant.

The BSA was well-represented that evening: Howard Elkus FAIA and David Manfredi AIA were there as were Warren Schwartz FAIA and Robert Silver FAIA, Michael Bourque, Assoc. AIA (Earl R. Flansburgh + Associates), and Payette Associates' John Wilson AIA and Henry Chao AIA. BSA Corporate Affiliate member Gilbane Building Company was represented and BSA Board Member George Balich AIA was also seen engaged in animated conversation.

The Spring festivities were intended to recognize the tremendous success of the program and to kick off "Tools for Transformation," a campaign

launched to establish a broad base of support for YBB. Currently space and funding constraints allow YBB to accept only 10% of its applicants. In order to bring this opportunity to more of those who deserve it, YBB needs volunteer teachers, financial support and internships for its graduates. Payette Associates and Stull and Lee already are among the sponsors of a project to build a new permanent home for YBB. As with the many BSA outreach programs, supporting YouthBuild Boston is good for the BSA and good for Boston. More importantly, based on this reporter's optimism from his limited exposure to this program, supporting YBB is good for you. We can shape our city's future. You can make a difference. For further information on how you or your firm can contribute, call Anne Stuart at 617-445-8887x138.

Stephen R. Dill AIA
Charrette ProGraphics

A 93-year-old architect currently living in a Randolph nursing home is interested in talking about his career and about architecture in general with another architect, someone with whom he can share his experiences in the profession. The time commitment for such a volunteer would be one hour per week. This connection is part of our Friendly Visitor program which we administer as a service for the elderly. If you would be interested in serving in this role, please call me for more details at 617-821-4990. Thank you.

Shelley Myerson
Jewish Family Children's Service

Membership news

Advanced to Emeritus

William B. Gagnebin AIA

New AIA Members

Leon V. Auvil, Jr. AIA
Payette Associates
Stephen Bosselman AIA
Stephen Bosselman
Architect
Jorge M. Cruz AIA
Earl R. Flansburgh +
Associates
Moir D. Fitzgerald AIA
Classic Restorations
David C. Hogan AIA
Carlson Associates
J. Matthew Leslie AIA
Payette Associates
James C. Puopolo AIA
Cambridge Seven
Associates
**Clifford D. Resnick AIA
Baystate Medical Center
Elaine N.W. Scales AIA
Payette Associates
Peter J. Schlosser AIA
Earl R. Flansburgh +
Associates

Joseph G. St. Don AIA
St. Don & Associates
J. Michael Sullivan AIA
Beacon Architectural
Associates

Returning AIA Members

Clark Lines Griffith AIA
CLG Architects
Kenneth E. Hurd AIA
Kenneth E. Hurd
Associates
E. Kevin Schopfer AIA
Ahearn-Schopfer &
Associates

Advanced to AIA

Elisabeth Cunningham AIA
Warner & Cunningham
John T. Hallinan AIA
Wilson Garside Architects
Joshua T. Kane AIA
Joshua Kane Architect
**Aelan Brigit Tierney
Dietz & Company
Architects

New to Massachusetts

**Stephen R. Fleschman AIA
The Dennis Group
Philip J. Russo AIA
Philip Russo Architect

Leaving Boston

Christopher Choa AIA
(to New York)
Robert W. Corbett AIA
(to Maryland)

New Subscribers

Robert W. Corbett AIA
(Maryland)
James Somes FAIA
(New Hampshire)

New Corporate Affiliates

Canadian Wood Council
Diversified Environmental
Corporation
GPI Models
Microdesk of New England
Roto Frank of America
Wood Window Resource

New Individual Affiliates

Gerald Autler
Mary Canby
Louis Cernone
George Cirignado
Nicholas E. Connors
David R. Dovner
Phillip Scott Fenchuch
William B. Finch
Heidi Gage
Chris Jensen
Ellen Washburn Martin
Eric VanVlandren

New Student Affiliates

BAC
Michael Giasson
Dave Gifford
Shannon L. Greek
Yorke C. Phillips
Bill Shehwen

To join your friends and colleagues on this list, call the BSA at 617-951-1433x221. Call the same number for information on out-of-state subscriptions to this newsletter, AIA Documents, gift memberships, Build Boston workshops and exhibits, special publications on marketing & management, Classified ads, job-placement services, the "AIA Guide to Boston," the BSA electronic bulletin board, and a trillion other things.

** Western Mass. Chapter

September

3
Louis Sullivan is 139

5
Infrastructure Forum, 8 am
*BSA Online Policy Cte, noon

6
*Membership Cte, noon
BSA Exhibit Reception
(see pp. 2 & 4)

8
Executive Cte, 8:30 am

11
Art & Architecture Cte, 8 am

12
Legislative Affairs Cte, 8:30 am

13
Get-a-Life Cte, 8 am
BSA Lecture on sisal and the haciendas of the Yucatan (see p. 1)

14
Historic Resources Cte, 8 am
*BSA Board, noon
BGLAD, 6 pm

15
Housing Cte, 8:30 am
AIA New England Board Mtg, 11 am
*Sole Practitioners Cte, noon, Building & Design Resources, Suite 644, Boston Design Center (see p. 7)

18
BSA Dinner with the Designer at Sonsie (see pp. 2 & 4)

19
Urban Design Cte, 8 am, CityDesign, 334 Boylston St., Boston

BSA Reception for New Members Exhibit (see pp. 2 & 4)

20
*Professional Practice Cte, noon

Washington Street Charrette Open Meeting (see p. 4)

Healthcare Facilities Cte, 5:15 pm
Architron Users Group, 5:30 pm, BAC

DataCAD Boston Users Group, 6 pm, (617-367-9622 for details)

21
Exhibits Cte, 8:30 am
*Small Firms Cte, noon

Regional Design Cte, 6 pm (Robert Sturgis FAIA, 617-647-7833)

***Lunch meetings** Call 617-951-1433 x221 or 800-662-1235x221 by 9:30 am on the day of the meeting to reserve lunch.

All meetings are held in The Architects Building unless otherwise noted.

22
*Codes & Regulations Cte, noon ("Post-occupancy evaluations")

AIA New England Annual Meeting, Northampton (through 9/24)

25
Jewish New Year 5756

26
Design Cte, 8 am
Architects for Social Responsibility, 6 pm

27
*International Marketing Cte, noon

AIA Massachusetts Board Meeting, Worcester, 4 pm

AutoCAD Users Group, 6:30 pm, (James Blauch AIA, 508-752-2831)

28
Promoting the Profession Task Force, 8 am

29
HHR is 157

October

2
Art & Architecture Cte, 8 am

3
Infrastructure Forum, 8 am

*BSA Online Policy Cte, noon

4
Task Force to End Homelessness, 8 am
*Membership Cte, noon
Yom Kippur

Piranesi is 275

5
Executive Cte, 8:30 am

Small Firms Design Discussion, 6 pm

6
Corbu is 108

9
Discover America

10
Legislative Affairs Cte, 8:30 am

12
Historic Resources Cte, 8 am

*BSA Board, noon

BGLAD, 6 pm

13
*Sole Practitioners Cte, noon

17
Urban Design Cte, 8 am, CityDesign, 334 Boylston St., Boston

18
*Professional Practice Cte, noon

Healthcare Facilities Cte, 5:15 pm

BSA Lecture on the Central Artery Project (see p. 1)

Architron Users Group, 5:30 pm, BAC

DataCAD Boston Users Group, 6 pm, MGIA Architects, 145 Hanover St, Boston

19
Exhibits Cte, 8:30 am
*Small Firms Cte, noon

Regional Design Cte, 6 pm (Robert Sturgis FAIA, 617-647-7833)

20
Housing Cte, 8:30 am
Christopher Wren is 363

21
BSA Annual Architecture Career Day (see pp. 2 & 14)

24
Design Cte, 8 am
Architects for Social Responsibility, 6 pm

BSA Dinner with the Designer at the Providence (see pp. 2 & 4)
George Washington Bridge is 64

25
AutoCAD Users Group, 6:30 pm, (James Blauch AIA, 508-752-2831)

Picasso is 114

26
Promoting the Profession Task Force, 8 am

27
*Codes & Regulations Cte, noon ("Update on codes")

28
BSA Annual Planning Retreat

29
Leave a wake-up call for 2 am and turn your clock ahead one hour. . . or is it back one hour?

31
Change masks

Richard Morris Hunt is 168

